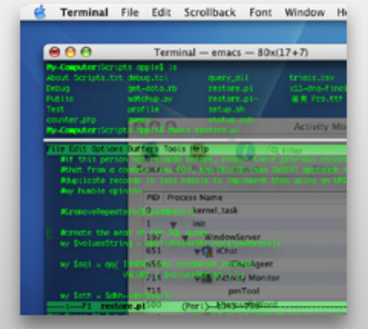
Go-to-Market Strategies and Services for Mac Developers

Session 001

These are confidential sessions—please refrain from filming or taking pictures.



General Sessions

Go-to-Market Strategies and Services for Mac Developers

Christy Wyatt
Director Worldwide Developer Relations

http://developer.apple.com/wwdc2005/

Session Objective

Go-to-market strategies for developers looking to launch a product in the Apple market

Got Questions?

What are the key components of a GTM plan?

Key Components of a GTM Plan

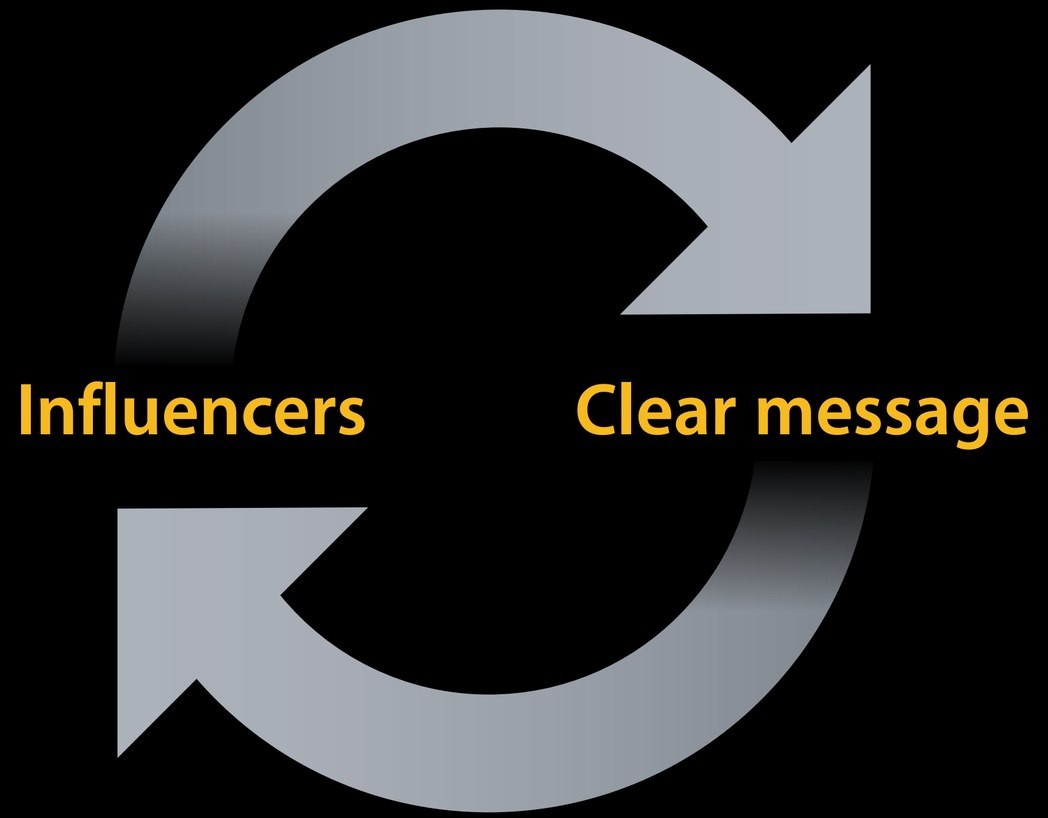
- Marketing: Letting the world know about your product
  - PR
  - Events
  - Online
- Distribution and Sales: Bringing your product to your customers
  - Retail
  - Online
  - Channels

How could I most effectively use PR to promote my product?

PR

PR is the most cost effective way to get information about your product to the masses

- Influence the influencers (media, analysts, etc.)
- Clear messaging and positioning for your product and company
- Repeat, repeat, repeat the message
- Get professional help: Public Relations Society of America (P.R.S.A.)
  - Freelancers listed on http://www.prsa.org
  - Find one who understands your industry



PR

- Top Apple publications
  - MacCentral
  - CNET
  - eWeek, InformationWeek, InfoWorld, ComputerWorld
- Press releases
  - Very few get an Apple quote
  - Product-related
  - Product needs to ship in 90 days or less
  - Distribution on major news wire service
    - Business Wire, PR Newswire, Market Wire, etc.
- Tie to major events

What are the major Apple events?

Major Apple Events

- **Apple Expo Paris**
  September 20–24, 2005
  http://www.apple-expo.com

- **MacWorld Expo San Francisco**
  January 9–13, 2006
  www.macworldexpo.com

- WWDC 2006
  - ADC will provide info on any opportunities
- Plus major industry events (NAB, IBC, etc.)
  - Let us know…

What are the most effective and cost efficient ways to market my product?

Marketing Online

- Mac OS X Downloads page
- Macintosh Products Guide
- .Mac
- Other apple.com
- Version Tracker
- Banner Ads on various Mac publications
- Online stores

Mac OS X Downloads

Mac OS X Downloads

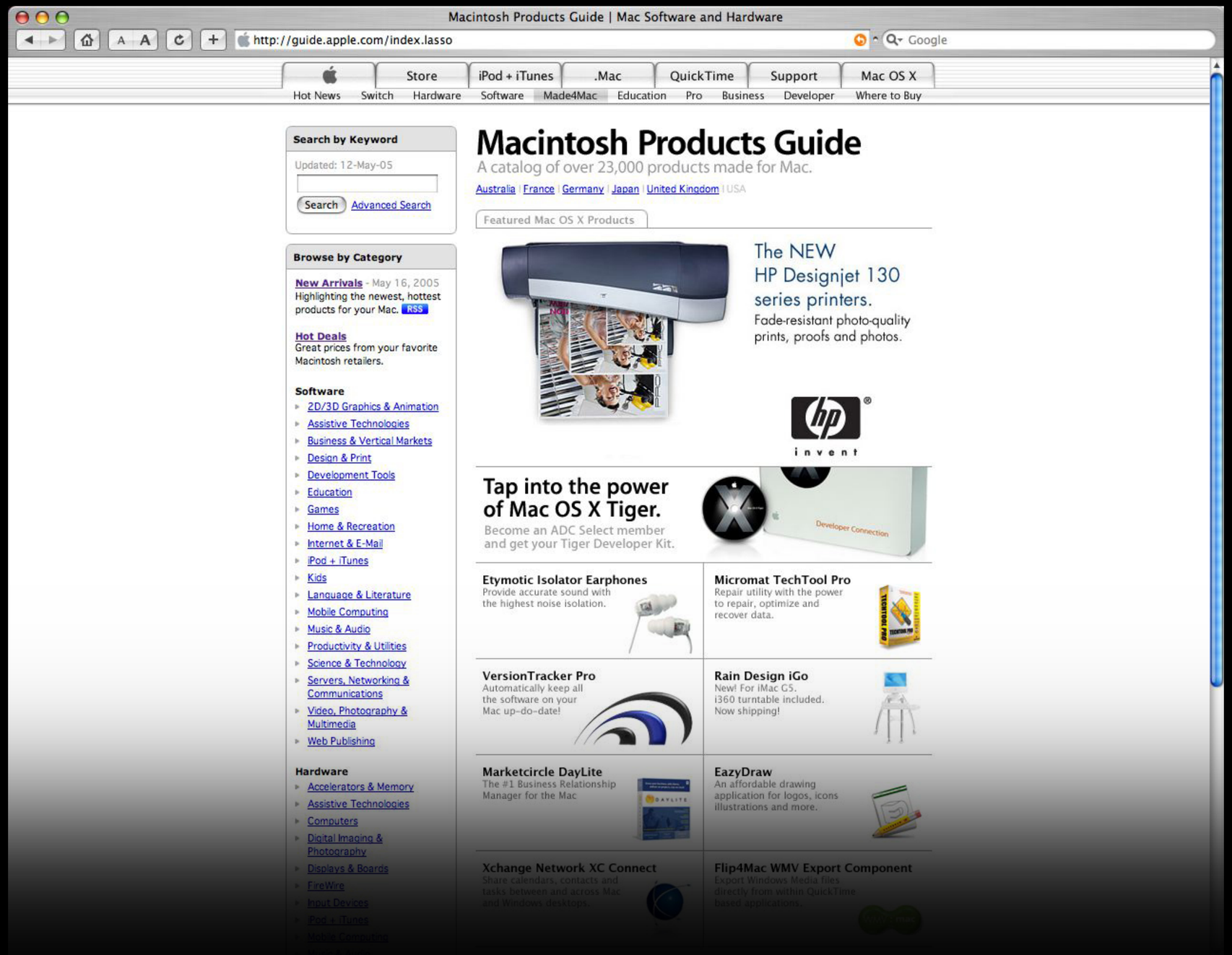
2,000,000

downloads per day

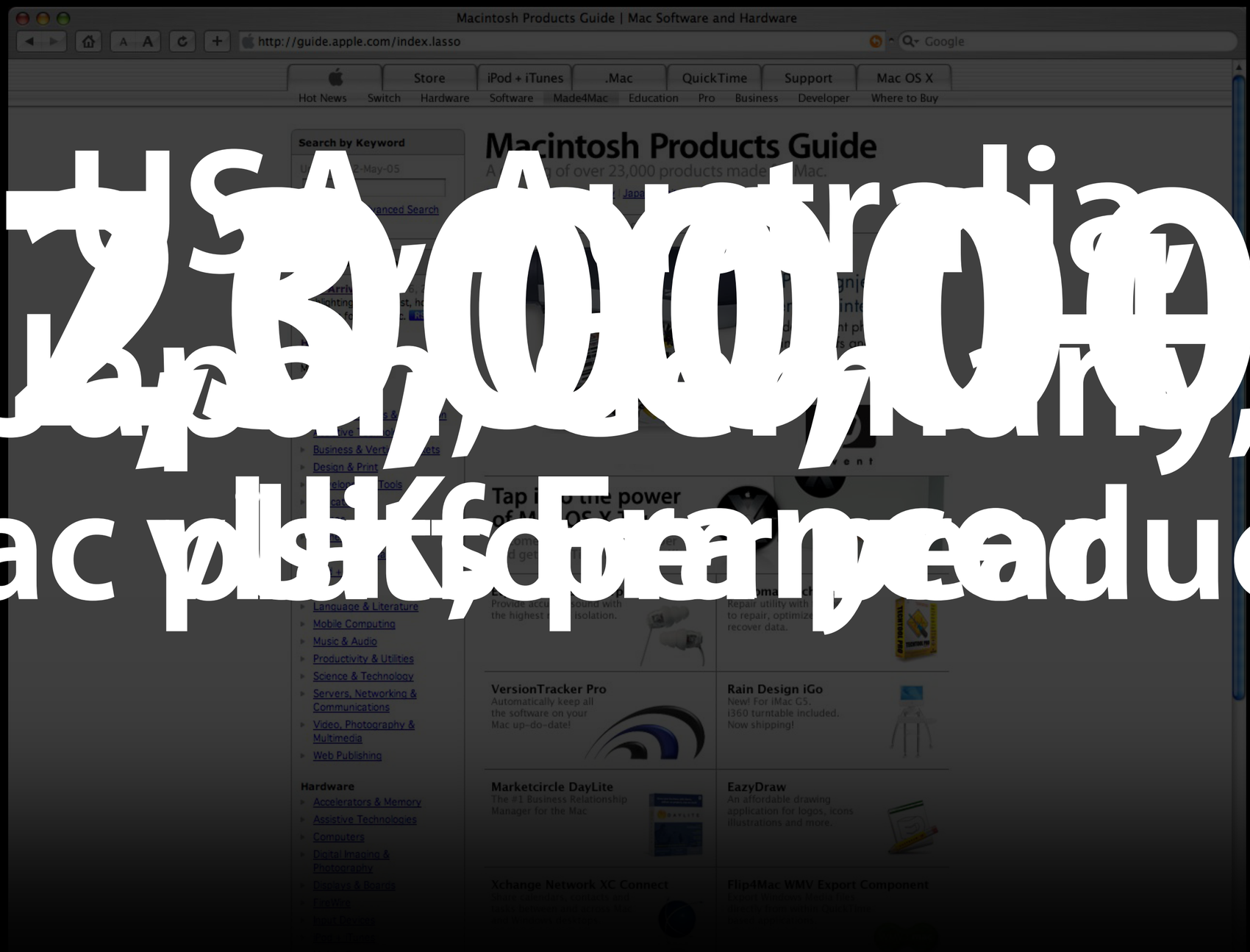
Mac OS X Downloads

- How do I submit my demo?
  - http://www.apple.com/downloads/macosx/submit/
- Some of the Guidelines
  - The software must be built for Mac OS X or Carbonized
  - You must provide at least one working link to download the software
  - The software cannot violate any copyrights, or any distribution agreements
  - The software must be in English, include adequate documentation and a Mac OS X specific supporting website
  - You must have full rights and/or authorization from the author or manufacturer to submit the software

Macintosh Products Guide



Macintosh Products Guide



4 USA Australia 90 Japan, UK, France, Germany, Canada

Mac plus Software and Hardware products

Macintosh Products Guide

- How do I submit my product?
  - http://developer.apple.com/business/macproductsguide/

.Mac

.mac

Software with Exclusive Features for .Mac Members

As a .Mac member, you're able to take advantage of special features in these software applications that work directly with .Mac. Enjoy added convenience for web publishing, blogging, file backup, and more.

Macromedia *Contribute*
Advanced web publishing

Easily edit and publish full-featured web content with Contribute 3, and do collaborative web publishing as well. Contribute automatically detects and connects to your .Mac account making it easy to get started. Learn more.

Intuit *QuickBooks*
Business finance

QuickBooks helps you manage your everyday accounting tasks more efficiently with advanced tools for fast and easy financial management. Create invoices and reports, track receivables and pay bills, create purchase orders and track inventory. You can back up your QuickBooks financial data file directly to your iDisk for added peace of mind. Learn more.

.Mac

Access to

600,000+

paying members

Benefits for Applications Integrating .Mac

At no cost to your application

- Inclusion on the .Mac developer page w/brief description of your application
- Potential ability to download a portion of your app to current members via .Mac member benefits and download page
- Ability to include a two month free trial with each shrink wrapped application (over a $15 value)
- Systems support and monitoring 24/7
- Open standards
- Can create content for the .Mac learning center about your application
- Opportunity to be showcased as a premier .Mac third-party developer

Getting Started With .Mac

- Go to .Mac start page at http://www.mac.com and scroll down to developer program
  - Need to use the .Mac SDK to be considered for the program
- Apply to have your product promoted as a benefit to .Mac members
  - Included in monthly newsletter to all .Mac "opted in" members
  - Contact sherrlinger@apple.com

Other Online Marketing Opportunities

- Version Tracker
  - Lists current versions of Macintosh, shareware, and freeware products, arranged by product categories with hourly updates
  - http://www.versiontracker.com/
- Other apple.com
  - Links from product pages
  - Product listings
  - Success stories

Other Online Marketing Opportunities

Banner ads—things to consider

- Target market and type of product being advertised
  - Vertical sites or Mac sites
- Whether to build a sales generation or mindshare campaign
- Your web advertising budget
  - MacCentral www.maccentral.com
  - MacMinute www.macminute.com
  - Inside Mac Games www.insidemacgames.com
  - MacObserver www.macobserver.com
  - VersionTracker www.versiontracker.com
  - iPodLounge www.ipodlounge.com
  - MacFixIt www.macfixit.com
  - MacUpdate www.macupdate.com

How can I best sell my product to Apple customers?

Paths to Market…

Direct

Retail

Online

Resellers

Is Retail right for Me?

Retail

Carl Smit
Retail Merchandising Manager—Software

http://developer.apple.com/wwdc2005/

Retail

Things to consider

- Does your product have the retail consumer appeal it needs to be successful?
- Weighing the benefits against the costs
  - Greater exposure and potential for growth
  - High up-front cost and high risk with no guarantees
- Different partners for different strategies

Distributor

- Primary means of entry into retail
- Acts as a warehouse for multiple vendors and retailers
- Assumes product and packaging are complete
- Some distributors Apple Retail works with are:
  - **Navarre**
    Andy Burton
    (763) 450-2316
    aburton@navarre.com
  - **Ingram Micro**
    Stephanie Roberts
    (714) 830-9041
    stephanie.roberts@ingrammicro.com

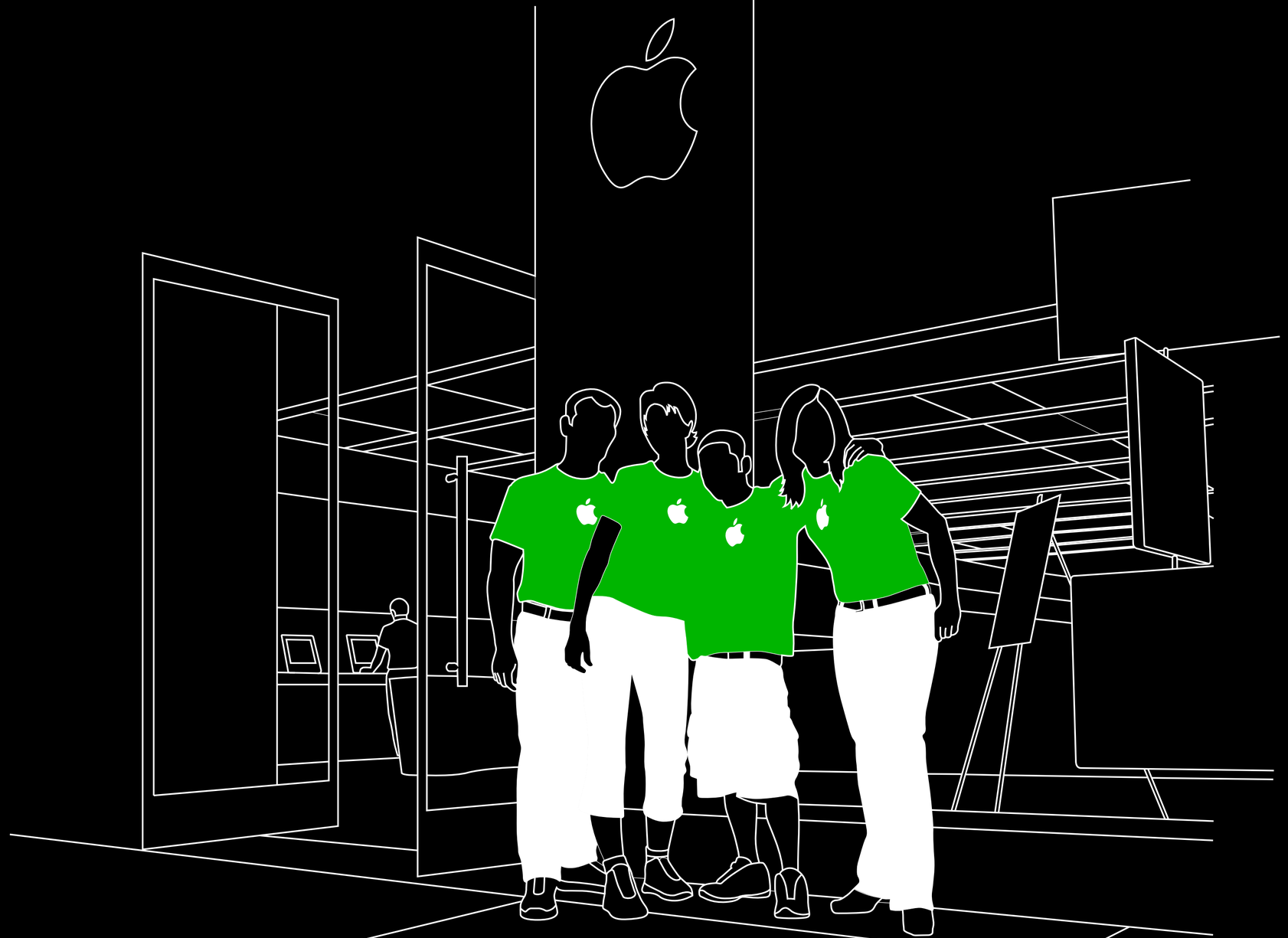
Publisher

- Some specialize in specific product categories
- Direct or through a distributor
- Varying levels of partnership
  - Packaging
  - Product improvements
  - Marketing

Vendor Reps

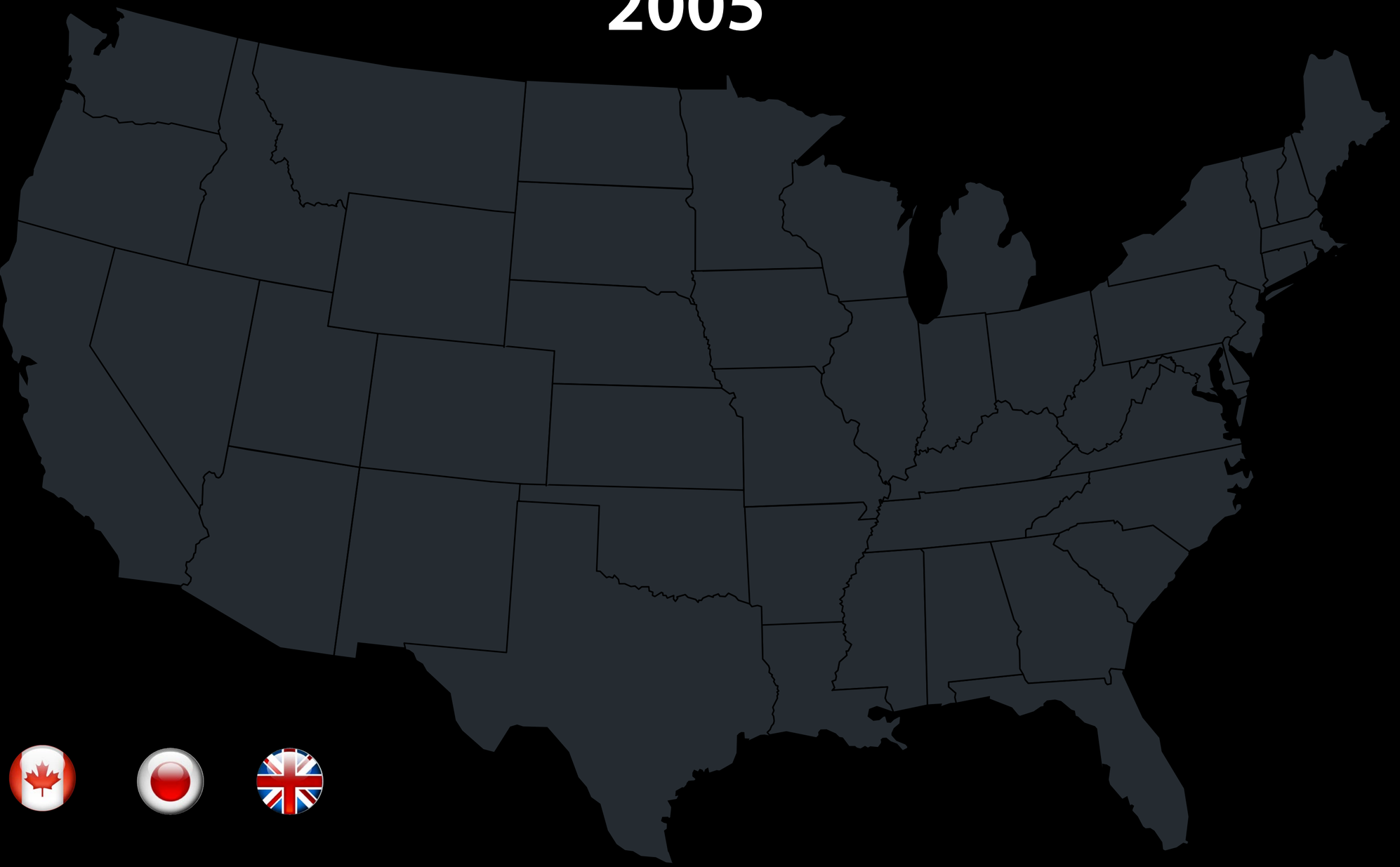
- Have relationships with distributors, publishers and other sales channels
- Valuable knowledge on packaging, price-points, competition, marketing, and promotions
- Actively push product to sales channels

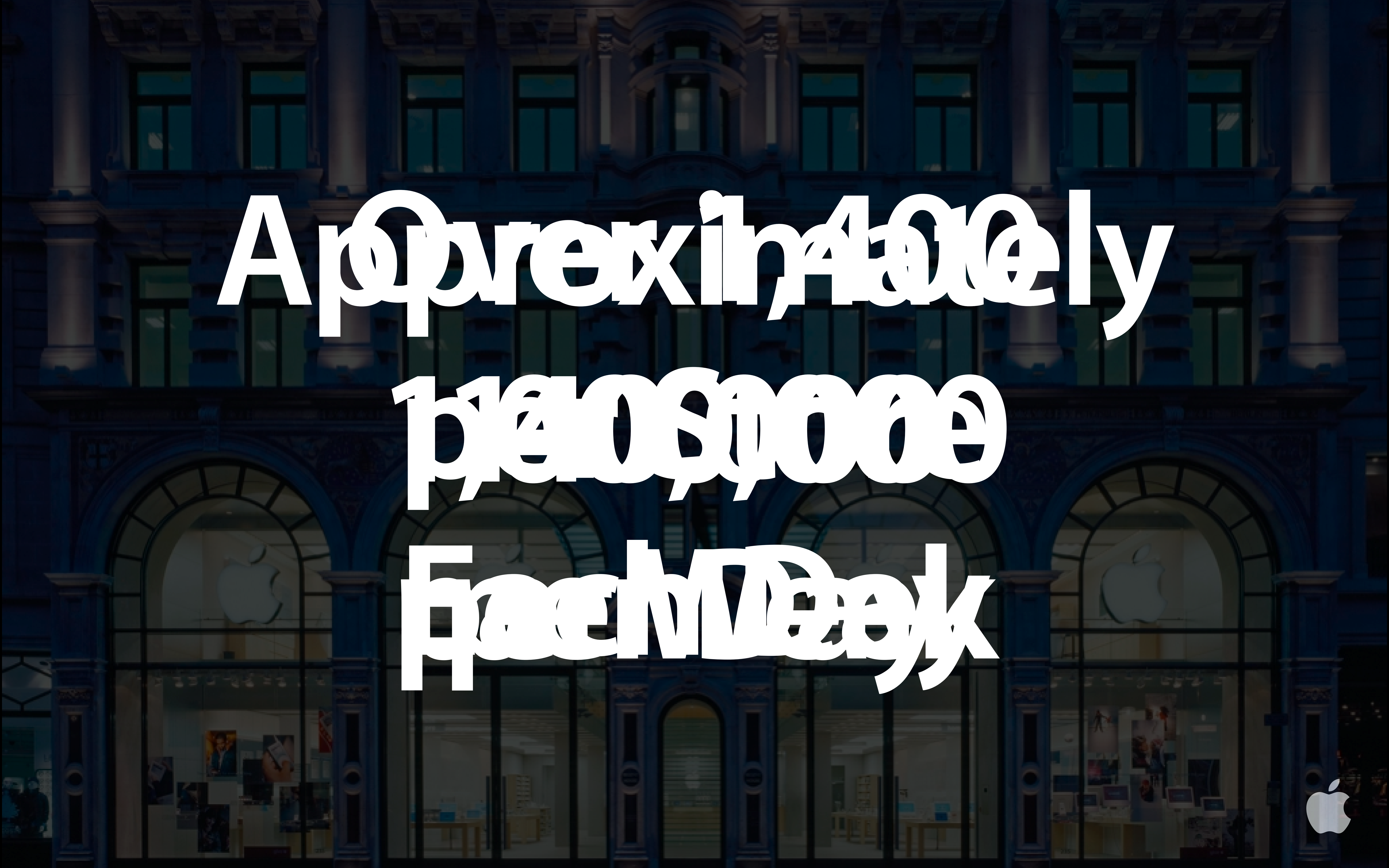
What about the Apple Store?



Apple Retail

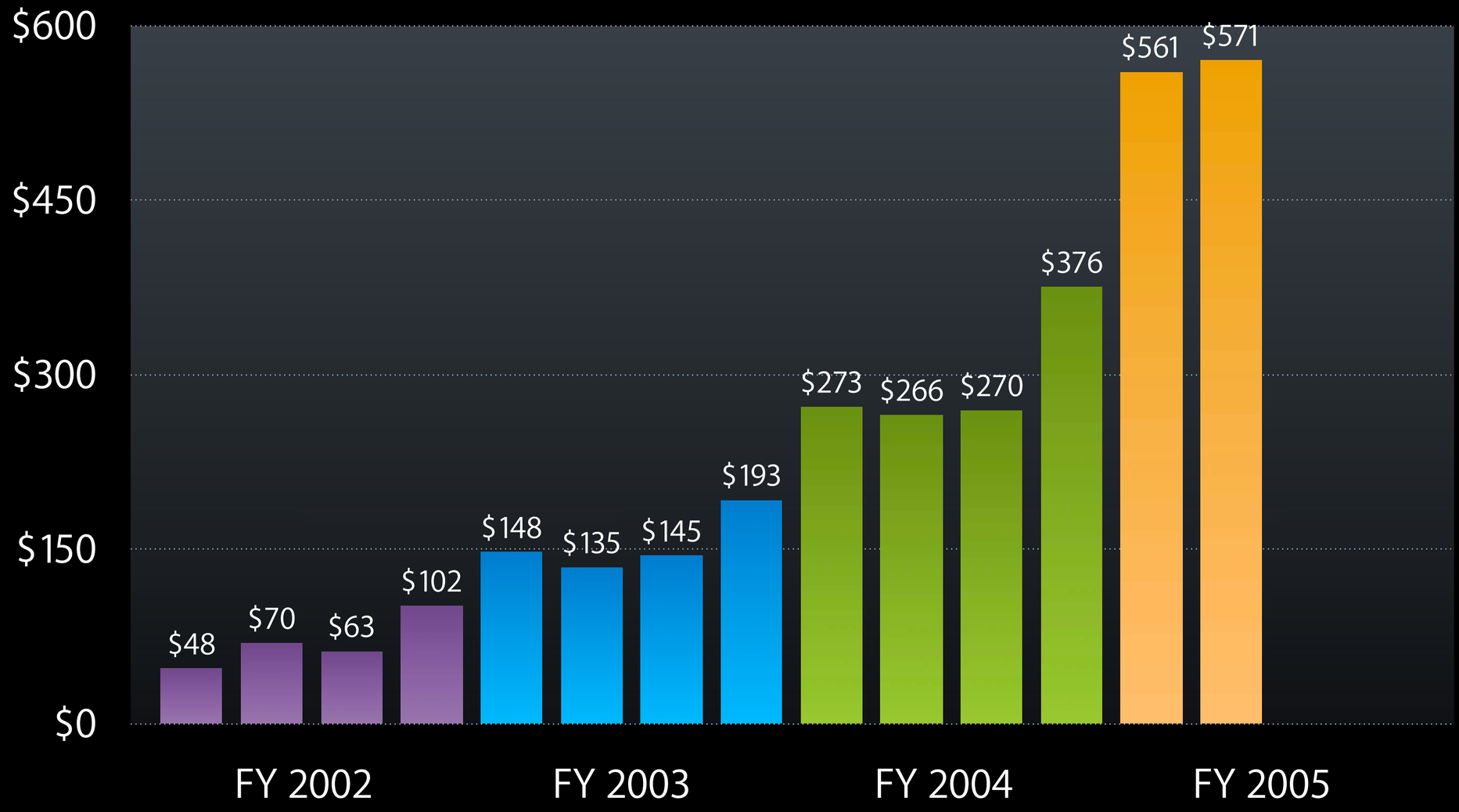
2005




Approximately
Over 400
140,000
people
each day

Sales

Data in Millions



Apple Store—What to Think About…

Product

- Consumer based
- Related to the “digital hub”
- Compatible with the latest OS

Apple Store—What to Think About…

Packaging

- Consumer friendly packaging
- Attractive and informative
- Small boxes preferred

Apple Store—What to Think About…

Price-point

- Consumer price-points
- Who would buy it?
- The balance between Consumer vs. Pro Application

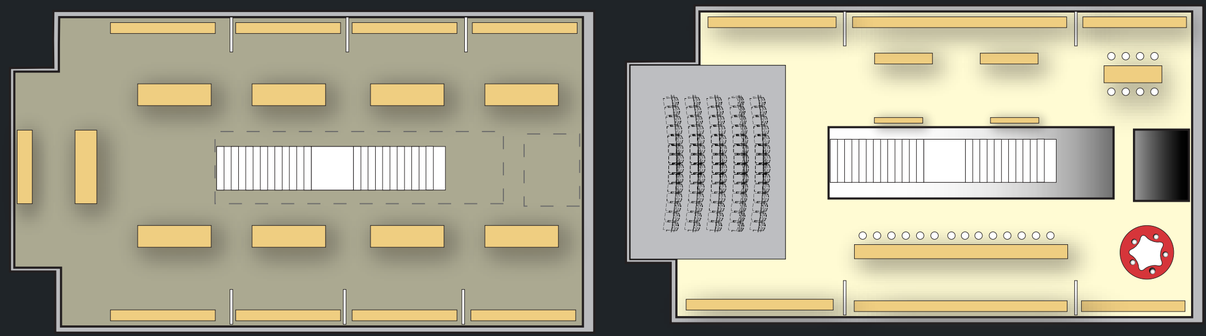
Right Store, Right Market

http://developer.apple.com/wwdc2005/

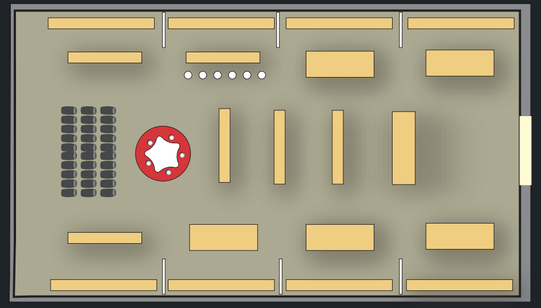
Smart Growth

Right Store / Right Market

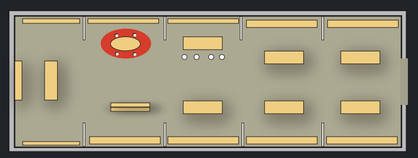
High Profile



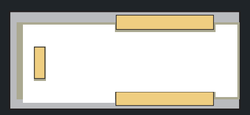
Large



Small



Mini



The Apple Store…

…More Than A Store

What about online?

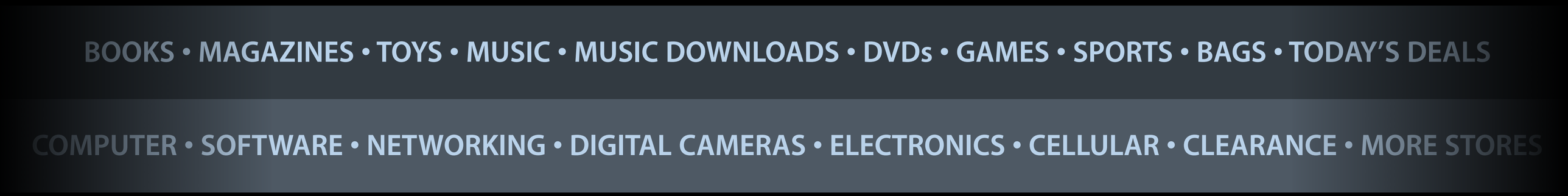
Online

Eric Ronberg
Sr. Manager Worldwide Online Apple Retail

http://developer.apple.com/wwdc2005/

Selling Online—What to Think About…

- Ability to market to your target audience
- Sell through your own websites
- Very profitable distribution channel
- Incredible growth history of online sales
- Great exposure to the masses
- Your website vs. online retailers



Online Retailers—What Can They Offer?

- They carry almost everything!
- Competing for the best offers
- Clearing house, closeouts
- Great exposure to the masses
- Broad focus, varying content

macZONE®

amazon.com®

buy.com

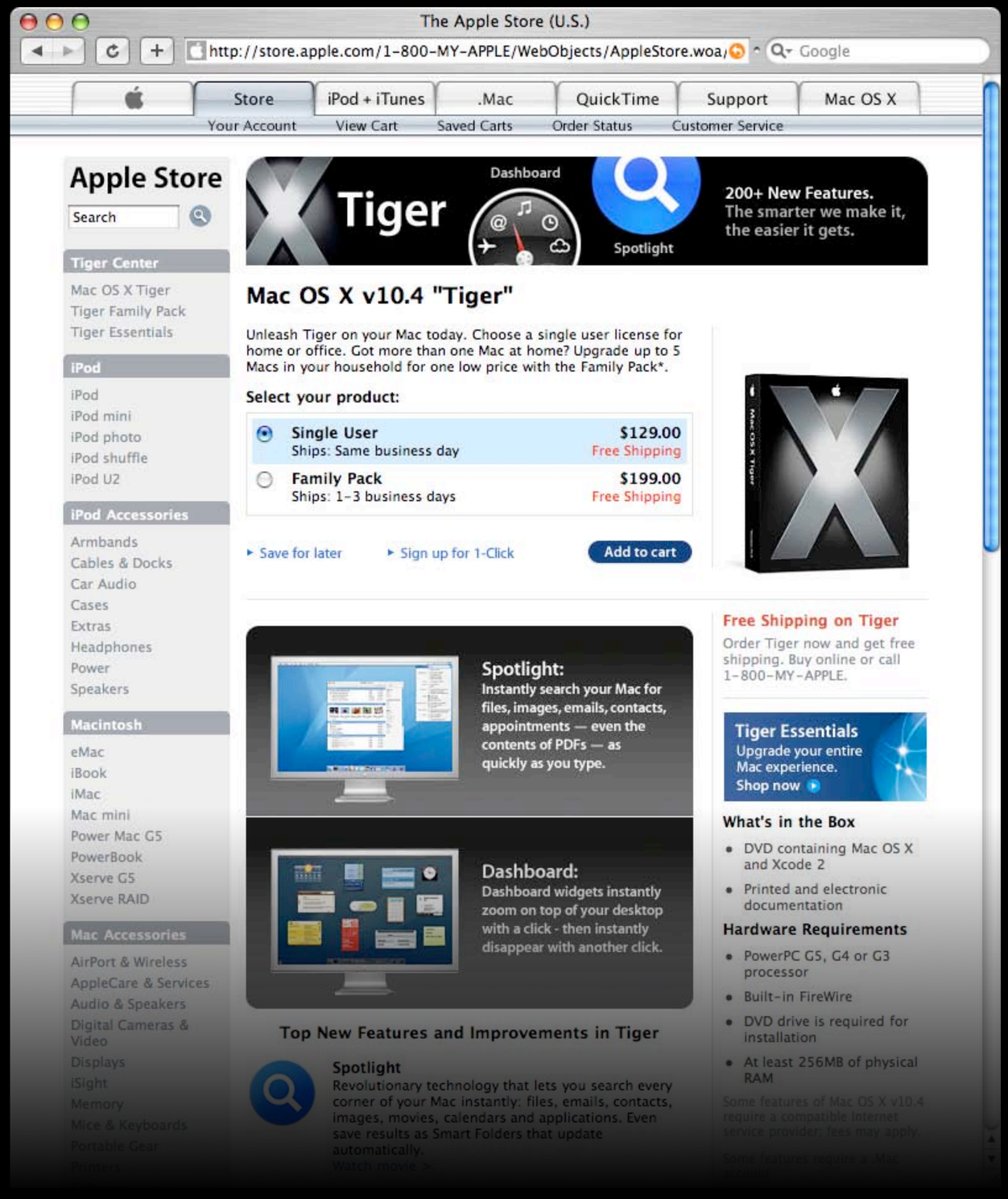
MacMall

What About Apple Online Retail?

Online Apple Retail

The premier online experience!

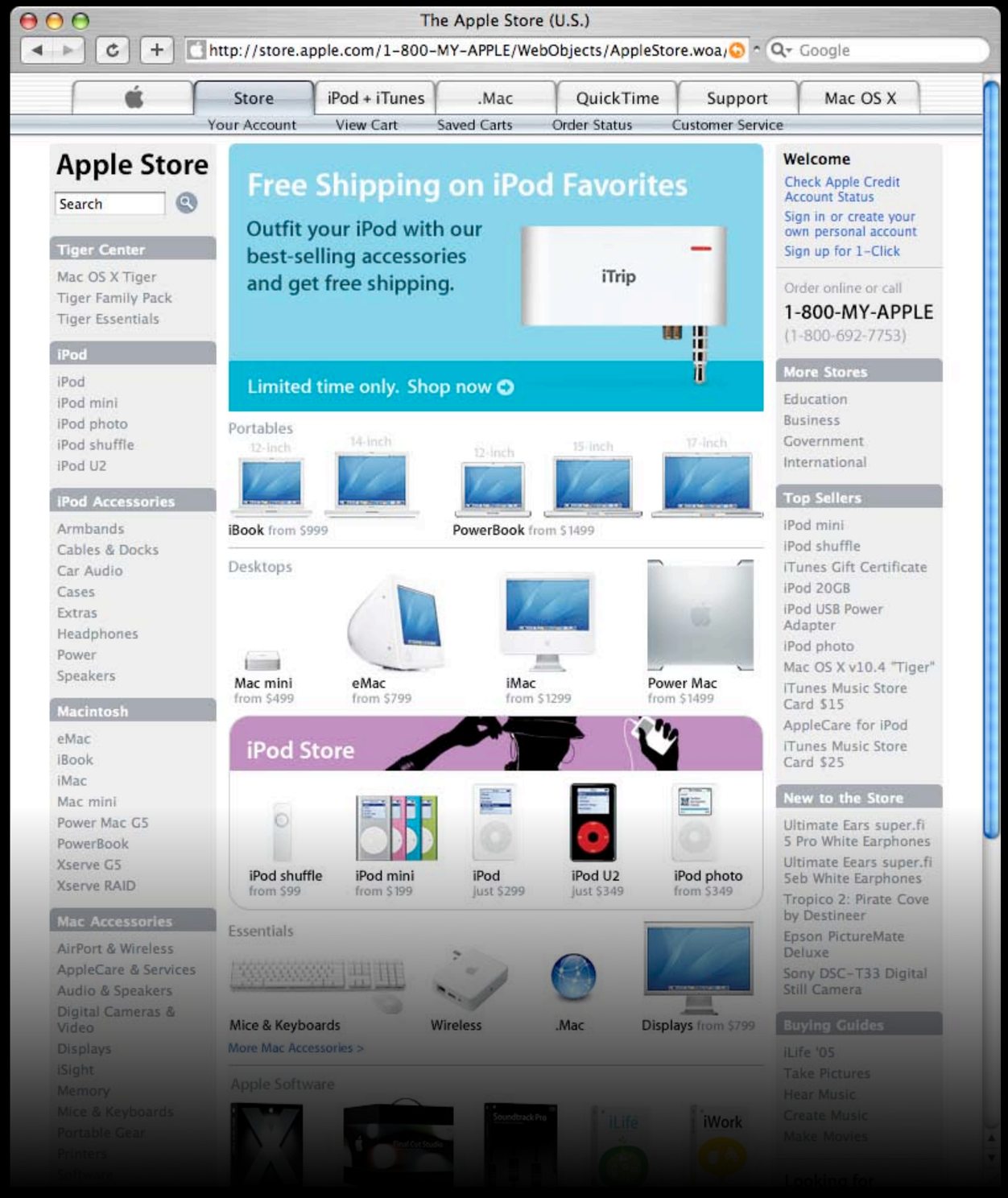
- Consumer oriented, clean, simple, targeted!
- Destination for the Mac enthusiast!
- Products focused toward the Mac customer
- Consistent pricing!
- Millions of unique visitors on a weekly basis!
- International opportunities



Apple Online

What to Think About…

- Packaging not as important, but content is!
- Attractive and informative
- Must have the right information focused on the Mac customer
- Unlimited shelf space, but selective when it comes to adding new products

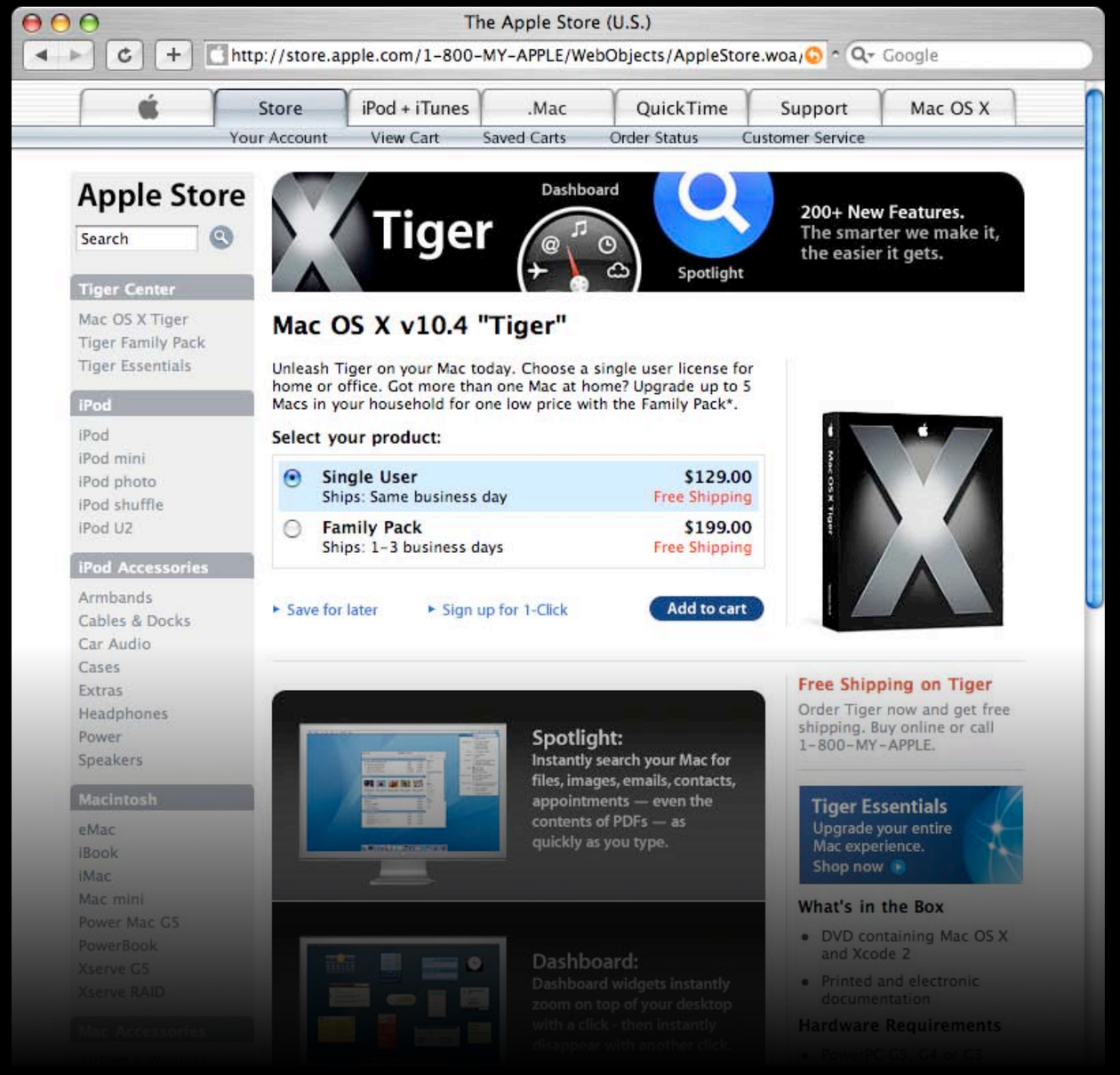


Apple Online—What to Think About…

Price Point

- Consumer price points, but willing to sell higher price points
- Who would buy it? Why is your product right for the Mac customer
- Balance between Consumer vs. Pro Application

Online Apple Retail



How can I access Apple Resellers and Channel Partners?

Apple Specialists

Authorized Apple Resellers

- 160 Entities, covering over 300 sales locations across the US
- Highest Apple certifications in sales and service
- Passion for Apple technology and customers
- Sales revenue in aggregate of overall business $1B+ annually
- Flexible organizations that are quick to adopt and sell the latest technology as solutions
- Focused on SMB, consultative retail, and server/storage

Marketing With Apple Specialists

Apple Specialists Marketing Coop / ASMC

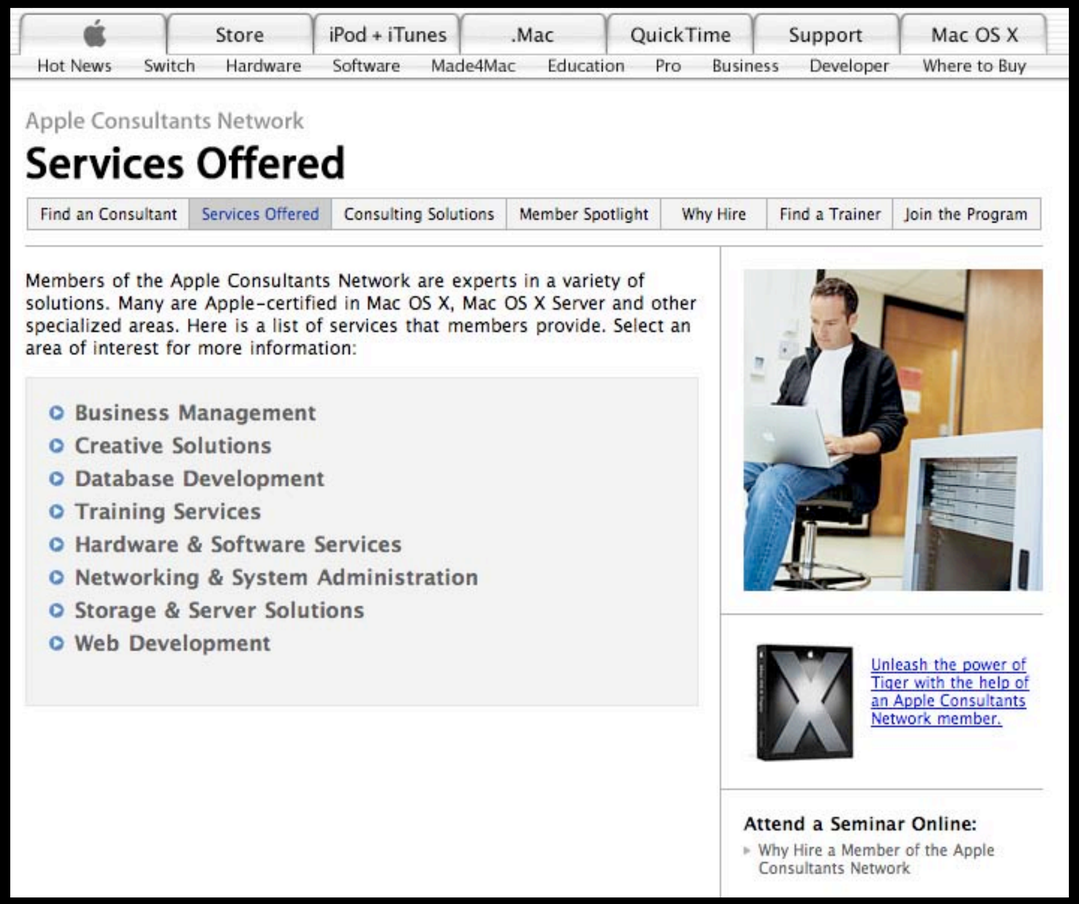
- Cooperative collection of top Apple Specialist business—not individuals
- National marketing and local marketplace expertise
- Coordinate marketing and customer campaigns with vendors
- SubscriberMail—coordinated opt-in email campaigns (100–200k monthly contacts)
- Training centers that can educate and promote technology to customers—unlike traditional retail
- Tradeshows AND events across the county
- Certifications/ability for onsite installation and support
- For more info on ASMC: http://www.applespecialist.com

Apple Specialist Marketing Coop / ASMC

Contact information

- **Kevin Langdon**
  ASMC Chairman and CEO, CryWolf Consulting
  (858) 277-9653
  kevin@crywolf.net

- **Richard Haddock**
  CEO, Haddock Computers
  (316) 425-6340
  richard@gohaddock.com



Apple Consultants Network

Trusted Advisor, Solution Provider, Business Partner

- Independent Consultants (not resellers)
- Credentials
  - Mac OS X Certification
  - Technical expertise
  - 3rd-party Certifications
- Teaming with Apple Sales Channels
- Breadth of Services

The ACN Opportunity

Awareness and Sales

- Exponential market reach via community of experts
- Key influencers with significant client base—they help guide technology decisions
- Promote use of third-party software and solutions
- Also provide qualified development and beta feedback

ACN and Your Business

- To Engage
  - Use promotions and NFRs to attract ACN community
  - http://consultants.apple.com/developer
- To Become
  - Maximize marketability of your consulting business
  - Improve networking and lead generation
  - http://consultants.apple.com/join/
- To Hire
  - Hire for in-house development projects or to round out missing skill set
  - Recommend to clients, knowing they have your product expertise
  - http://consultants.apple.com/consultant

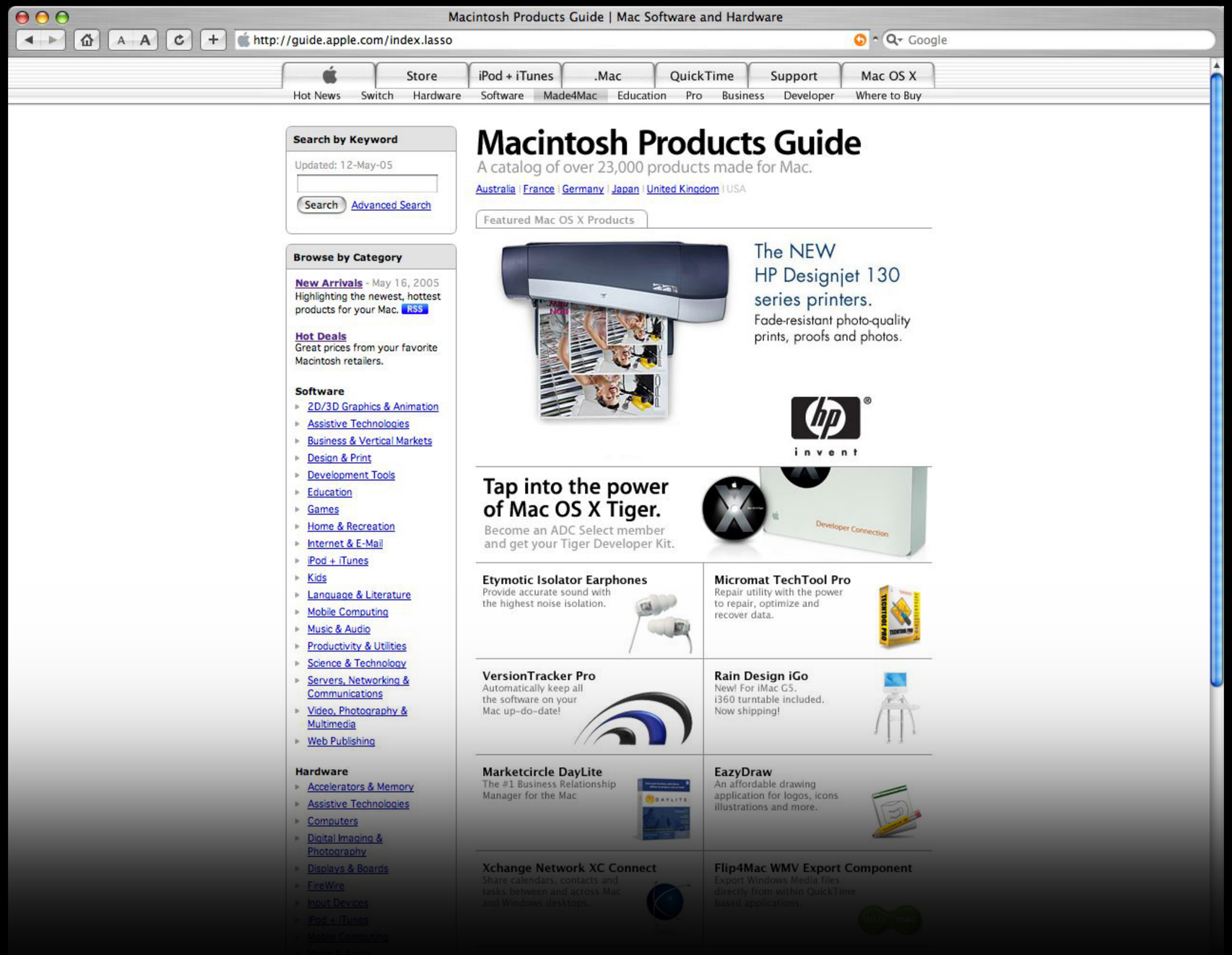
Apple Developer Connection Go-to-Market Programs

Ed Prasek
Sr. Manager, Developer Business Services

http://developer.apple.com/wwdc2005/

It’s All About Helping You Be More Successful in the Marketplace

Macintosh Products Guide

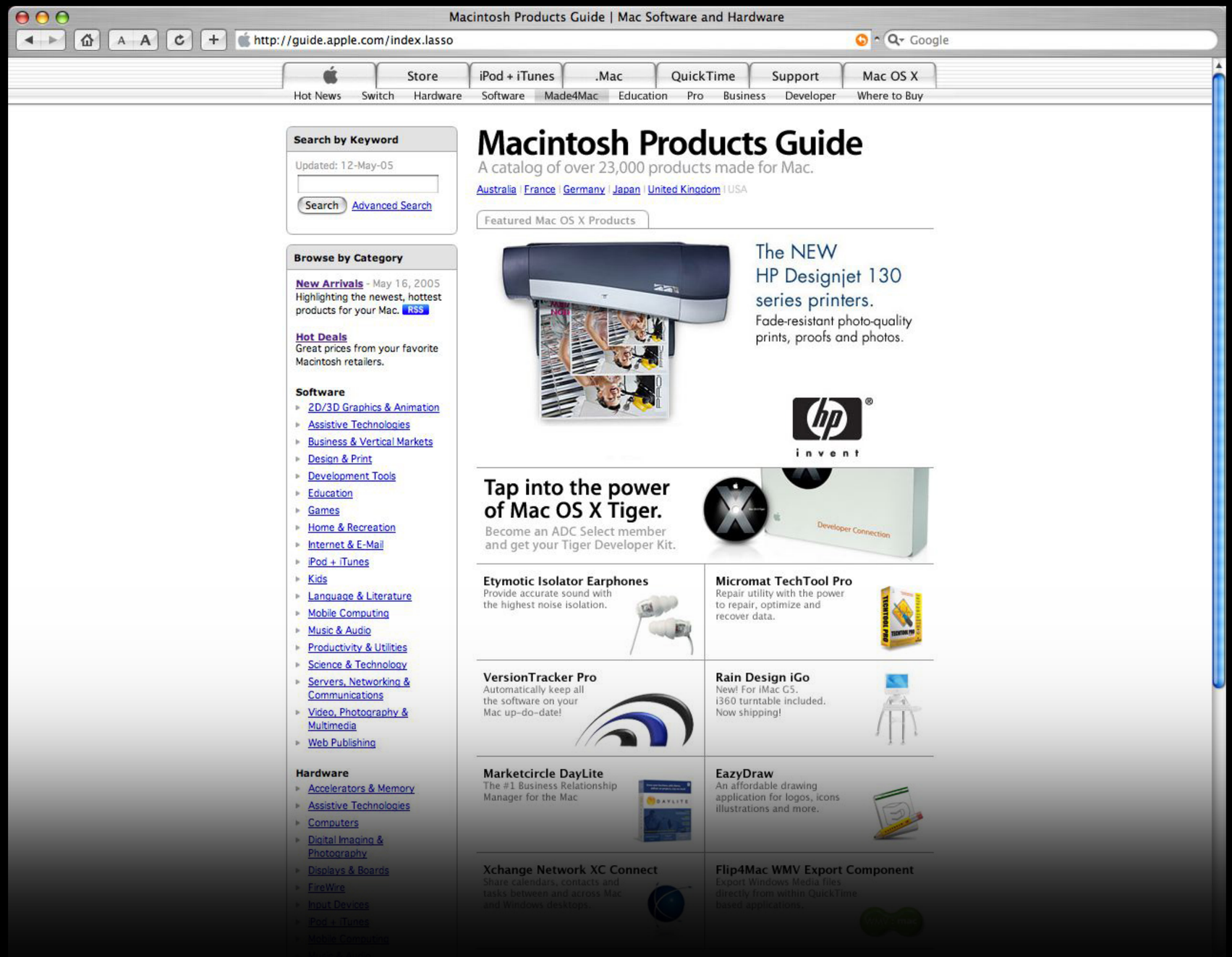


Macintosh Products Guide

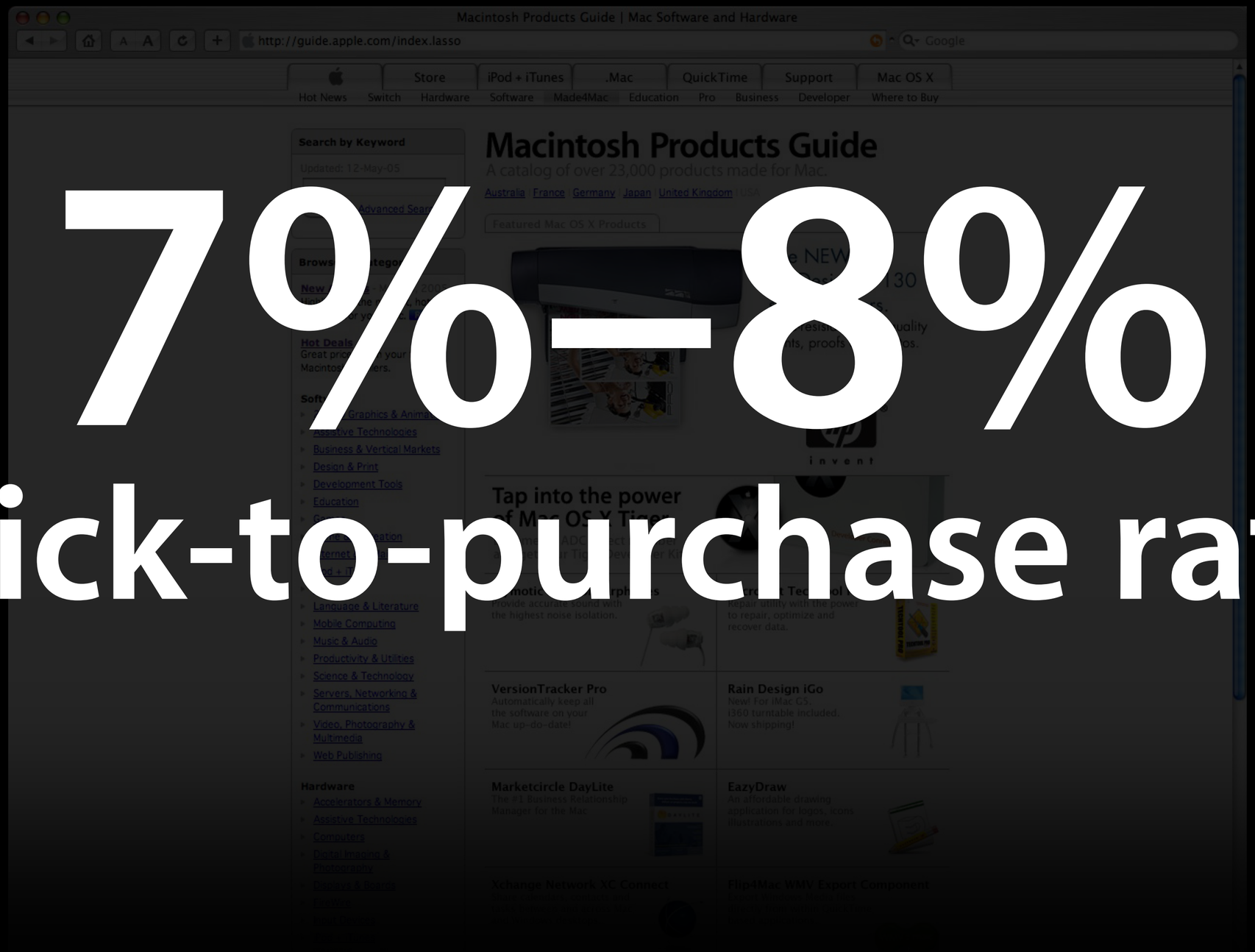
47,000,000

visits per year

Macintosh Products Guide Ad Program

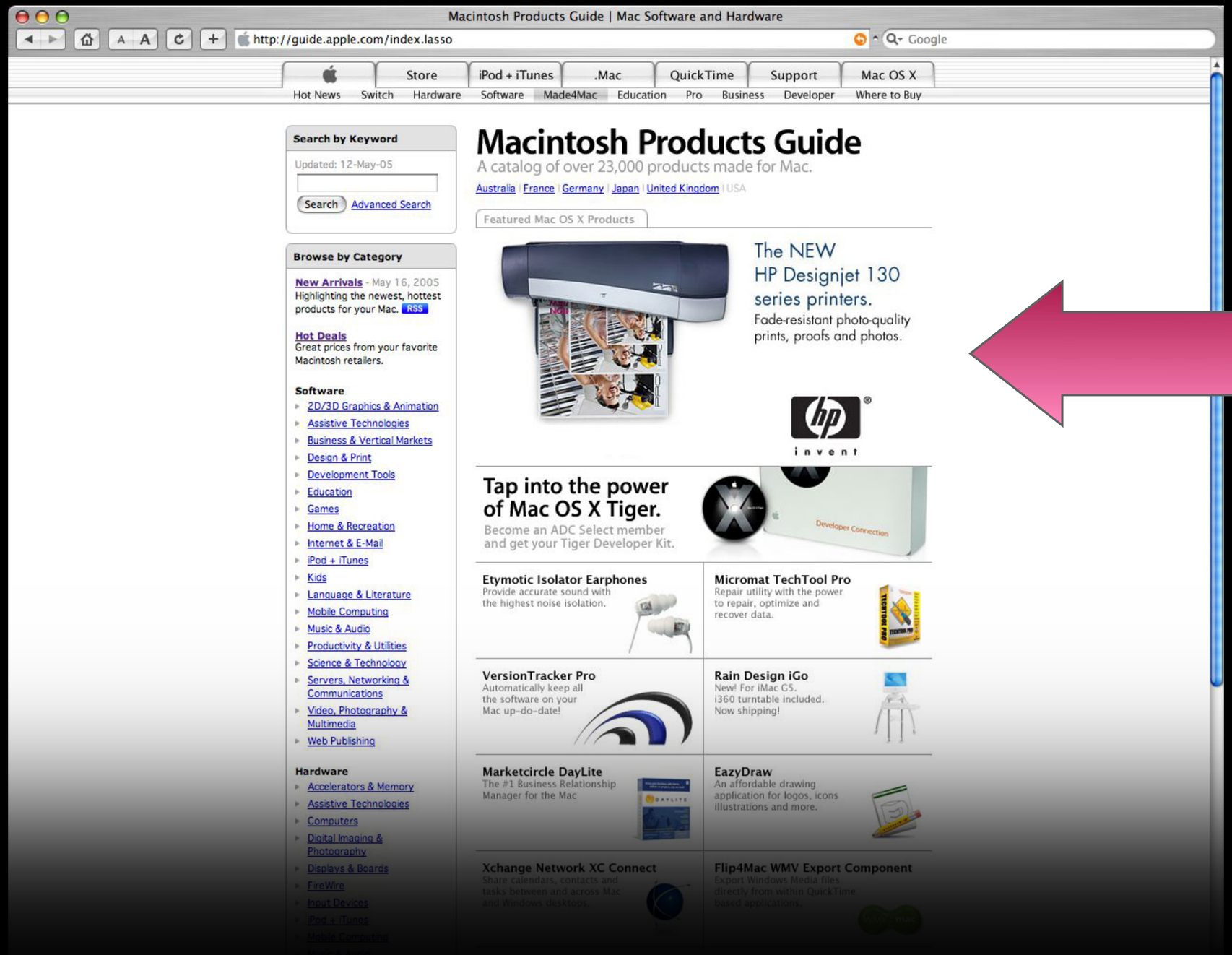


Macintosh Products Guide Ad Program

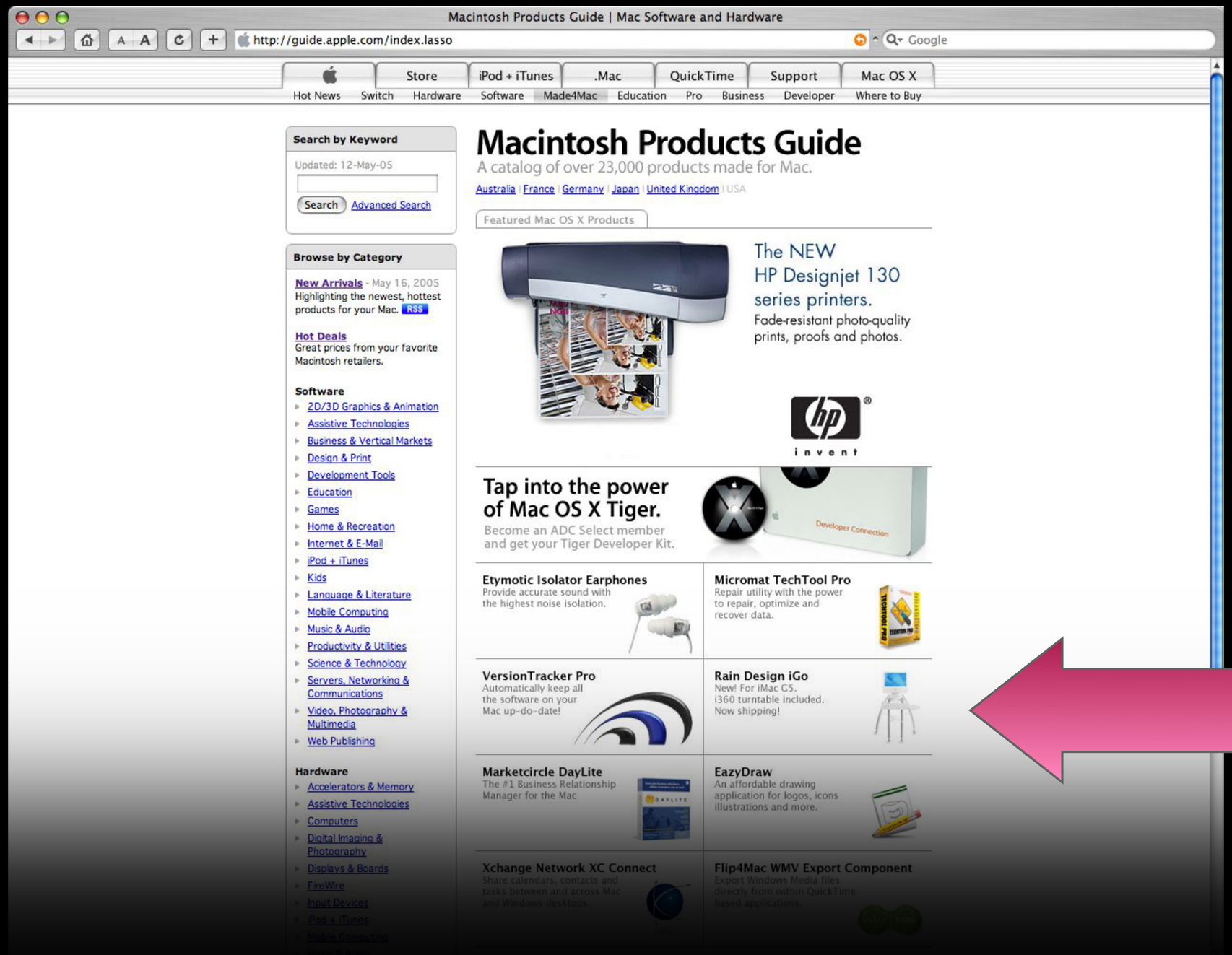


7%–8% click-to-purchase rate

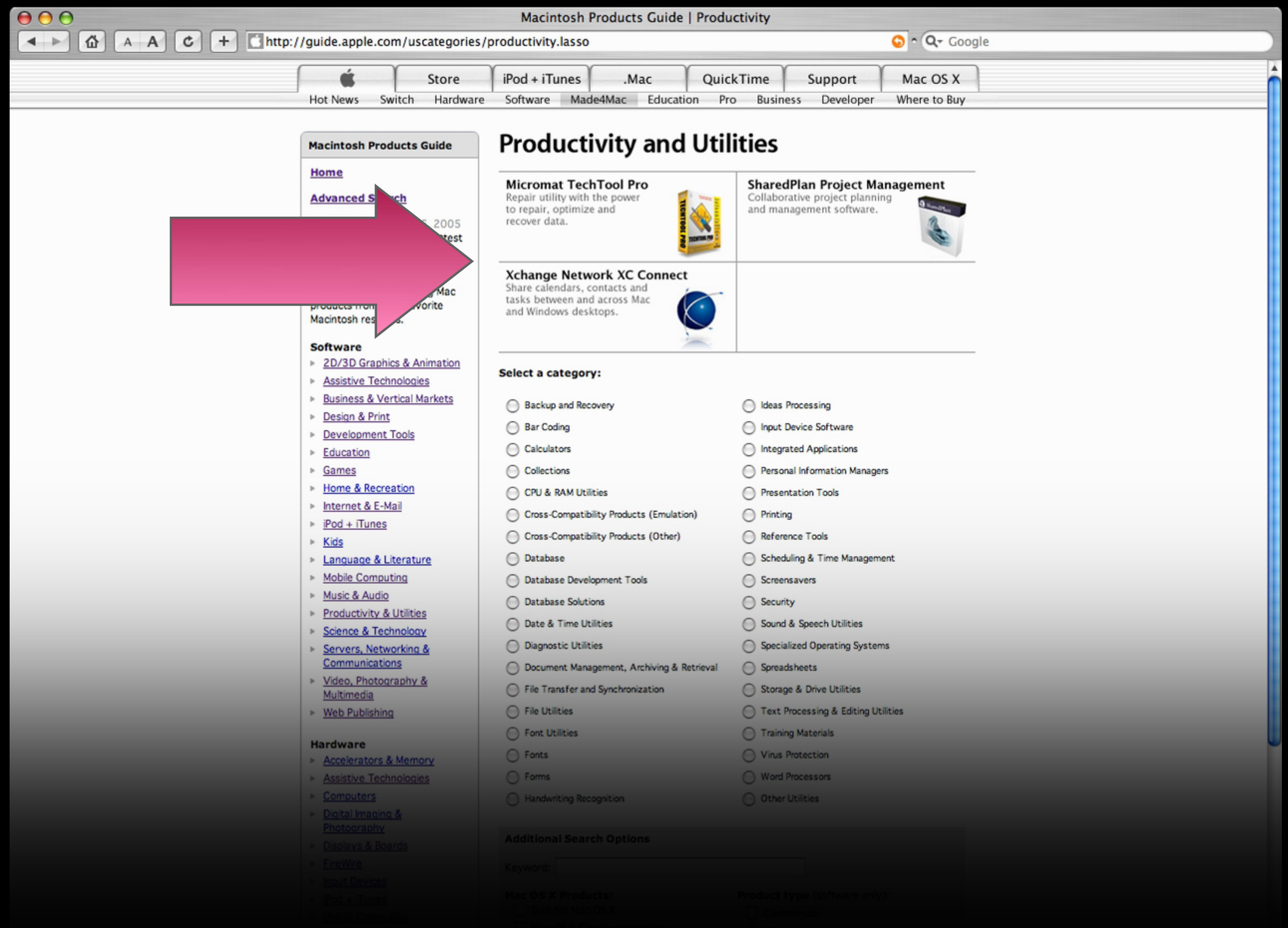
MPG Homepage Sponsorship Ads



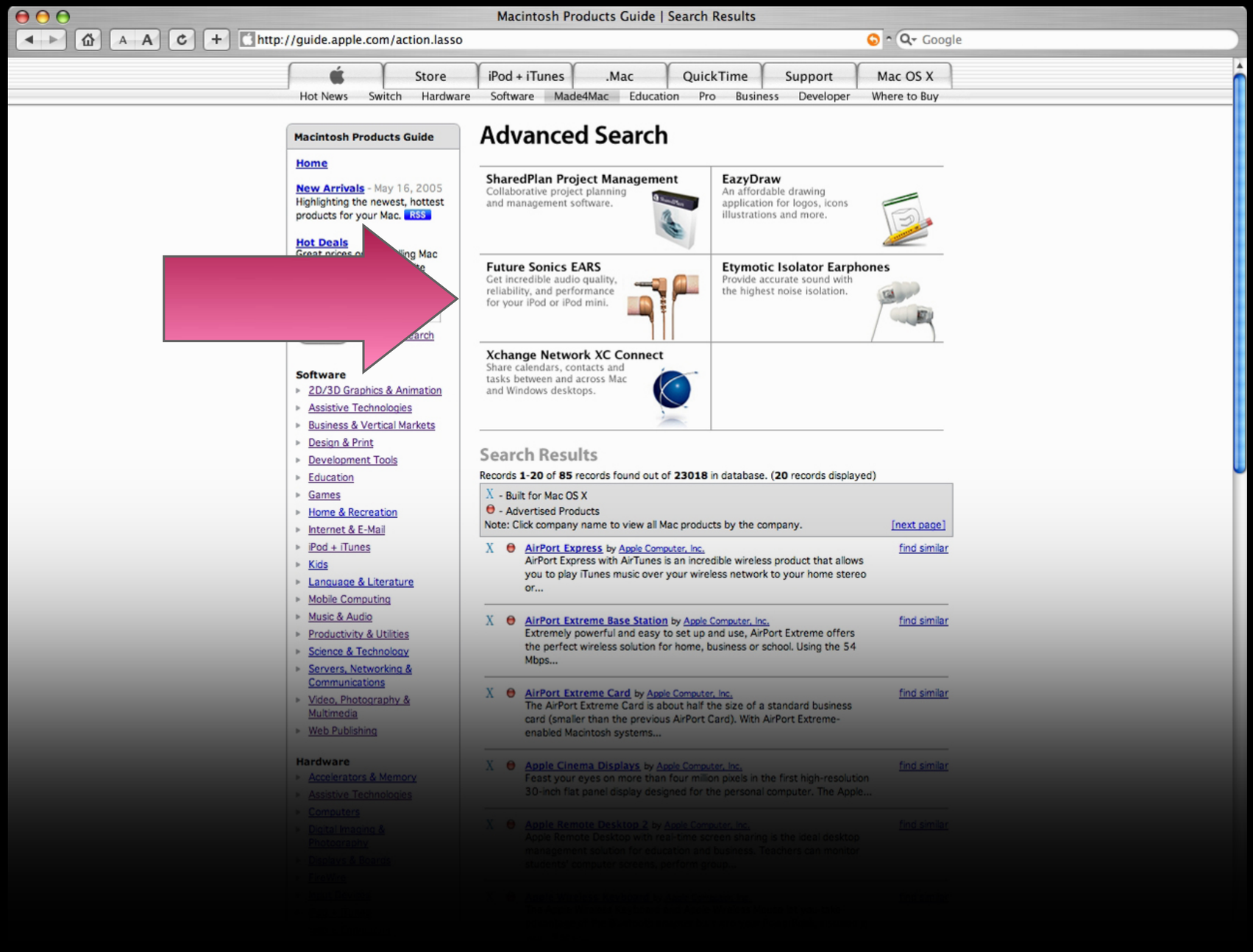
MPG Homepage Spotlight Ads



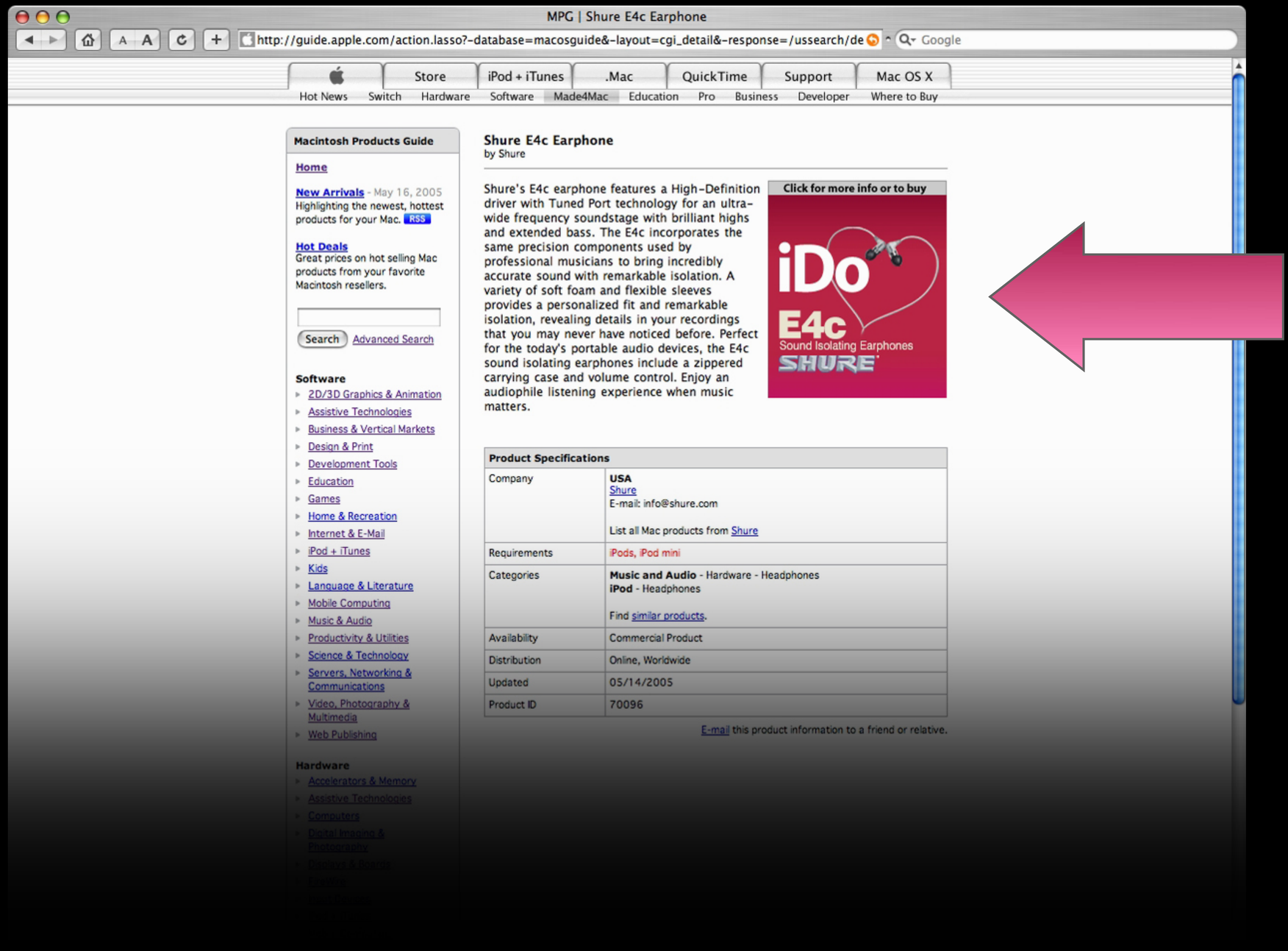
MPG Category Page Spotlight Ads



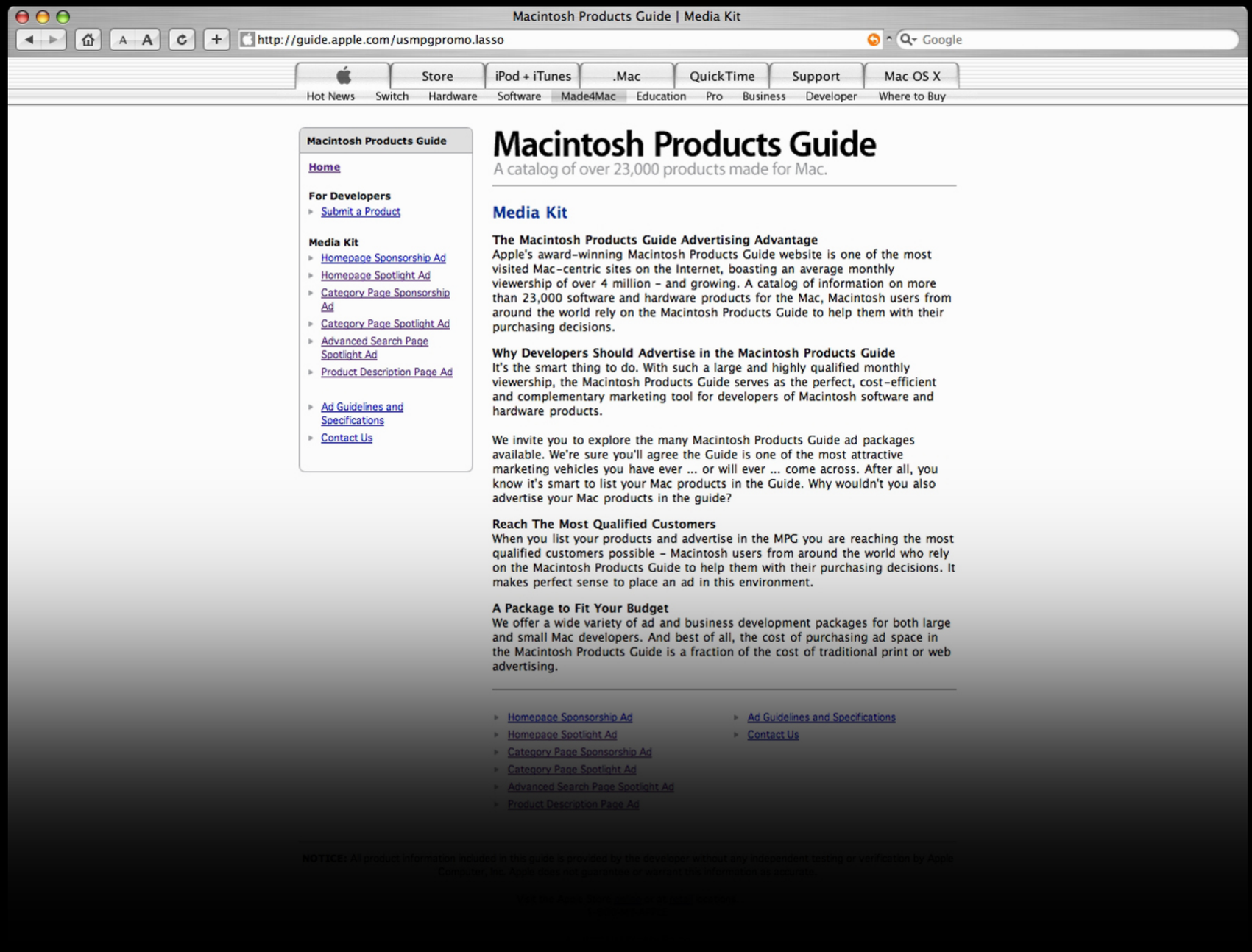
MPG Advanced Search Page Spotlight Ads



MPG Product Description Page Ads



MPG Online Media Kit



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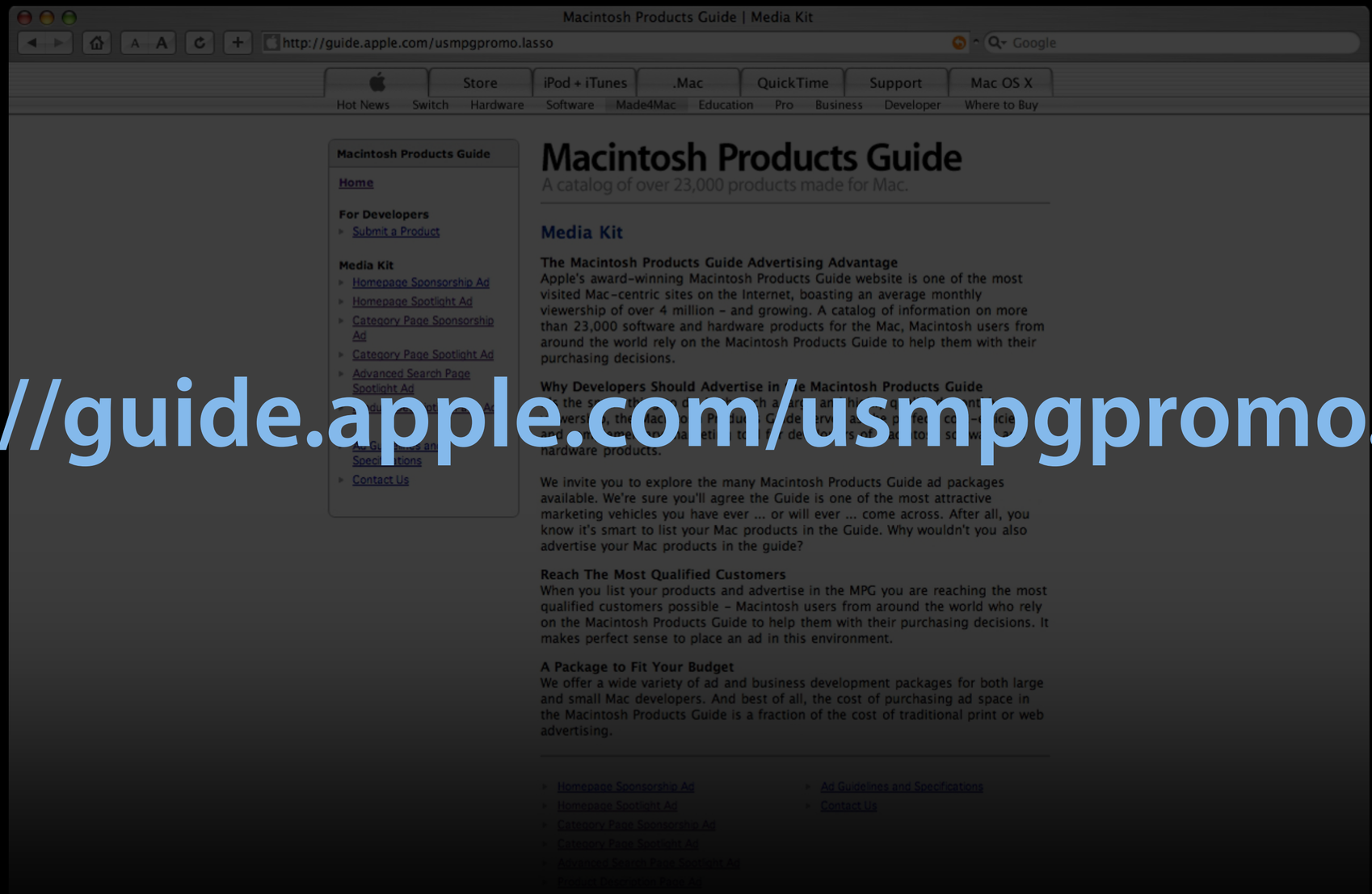
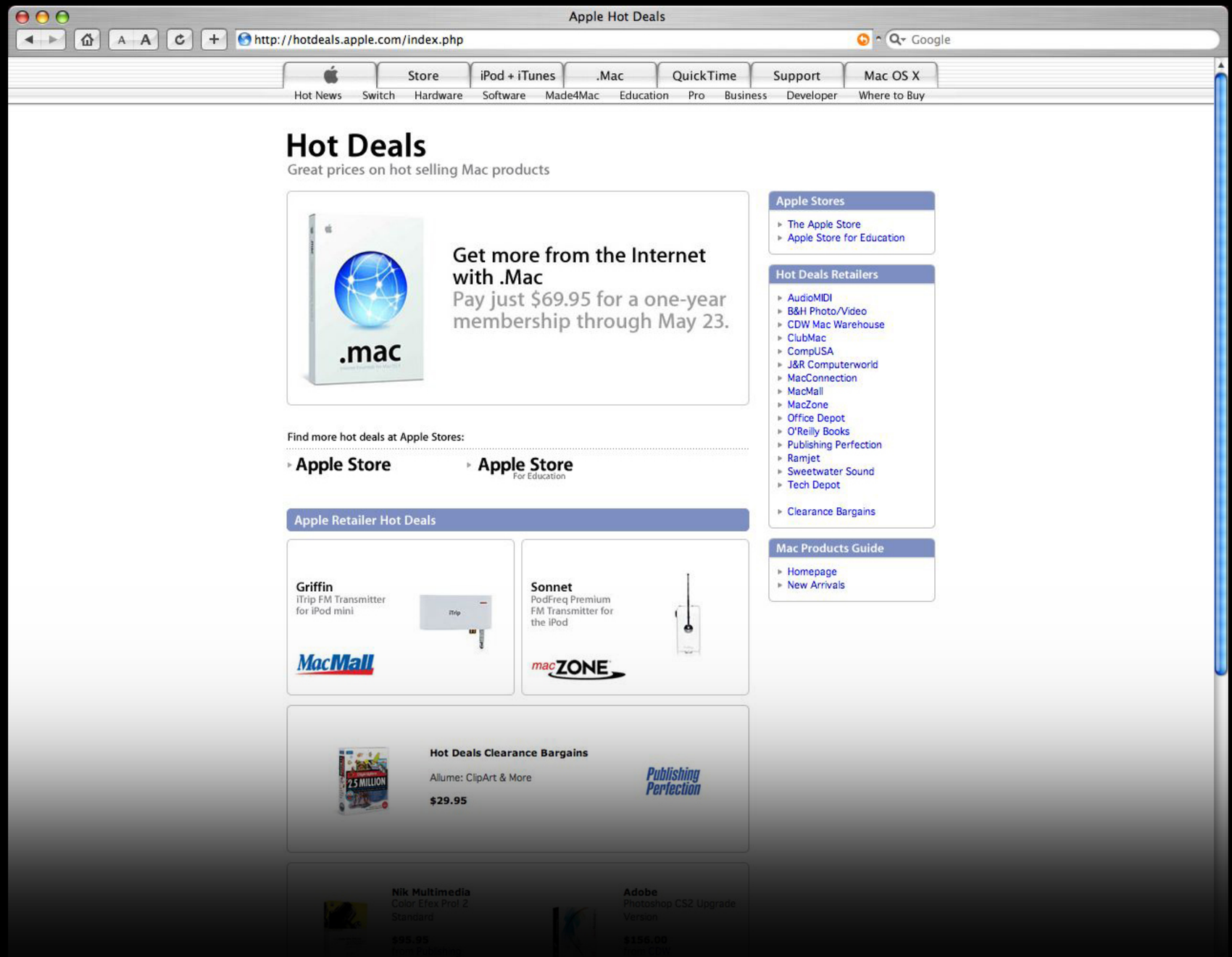


http://guide.apple.com/usmpgpromo.lasso

Apple's Hot Deals



Apple's Hot Deals Retail Partners

Apple Store

Apple Store
For Education

audioMIDI.com

B&H PHOTO - VIDEO
Satisfying Customers for 30 Years

ClubMac

COMPUSA
THE COMPUTER SUPERSTORE

J&R jr.com
SINCE 1971

MacConnection

MacMall

CDW
Mac Warehouse

macZONE

mac game store

Office DEPOT

O'REILLY

Publishing Perfection

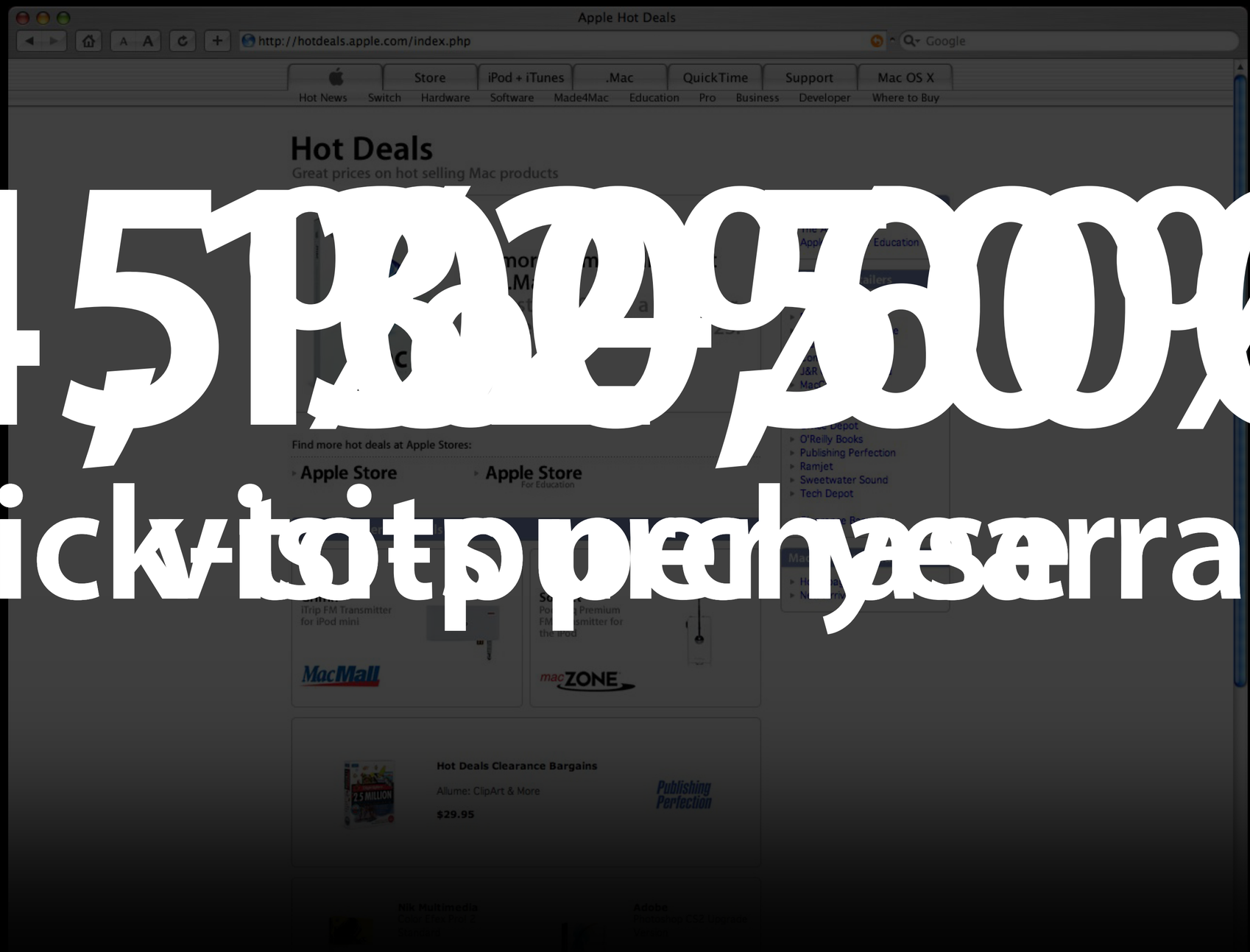
RAMJET

Small Dog Electronics

Sweetwater
music technology direct

TECHDEPOT
AN OFFICE DEPOT COMPANY

Apple's Hot Deals

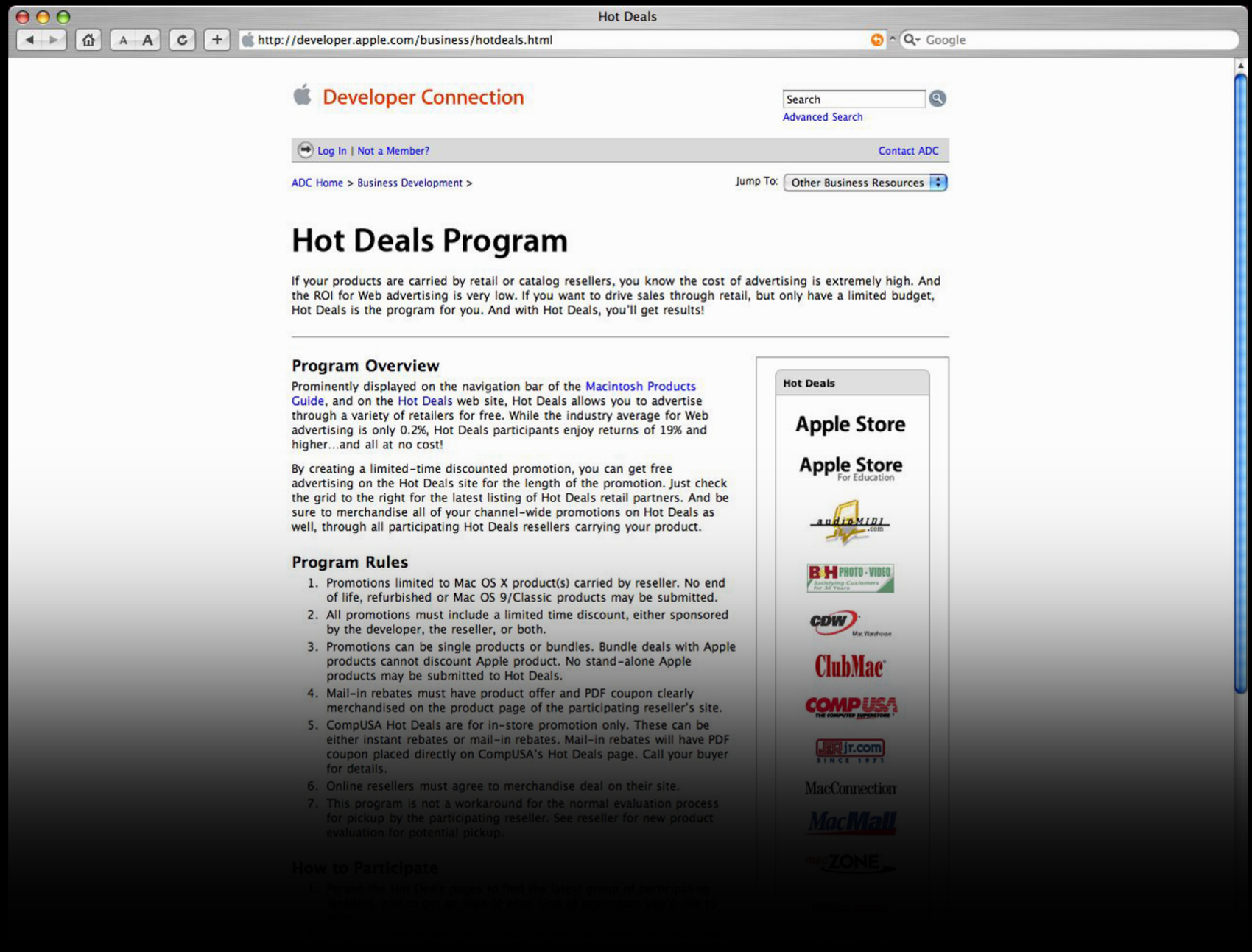


451,000,000

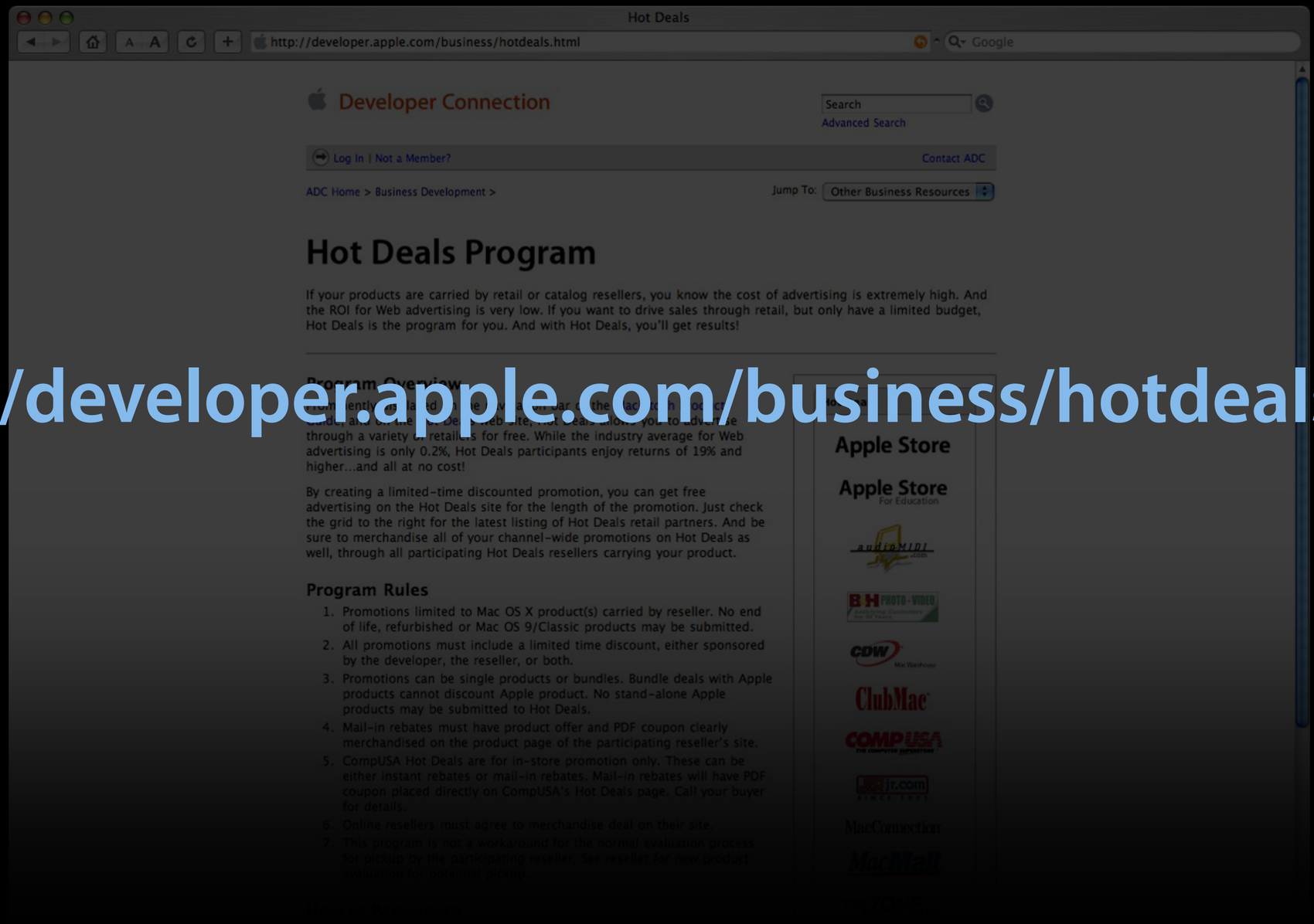
click-to-pay per year

visit-to-pay per year

Apple's Hot Deals

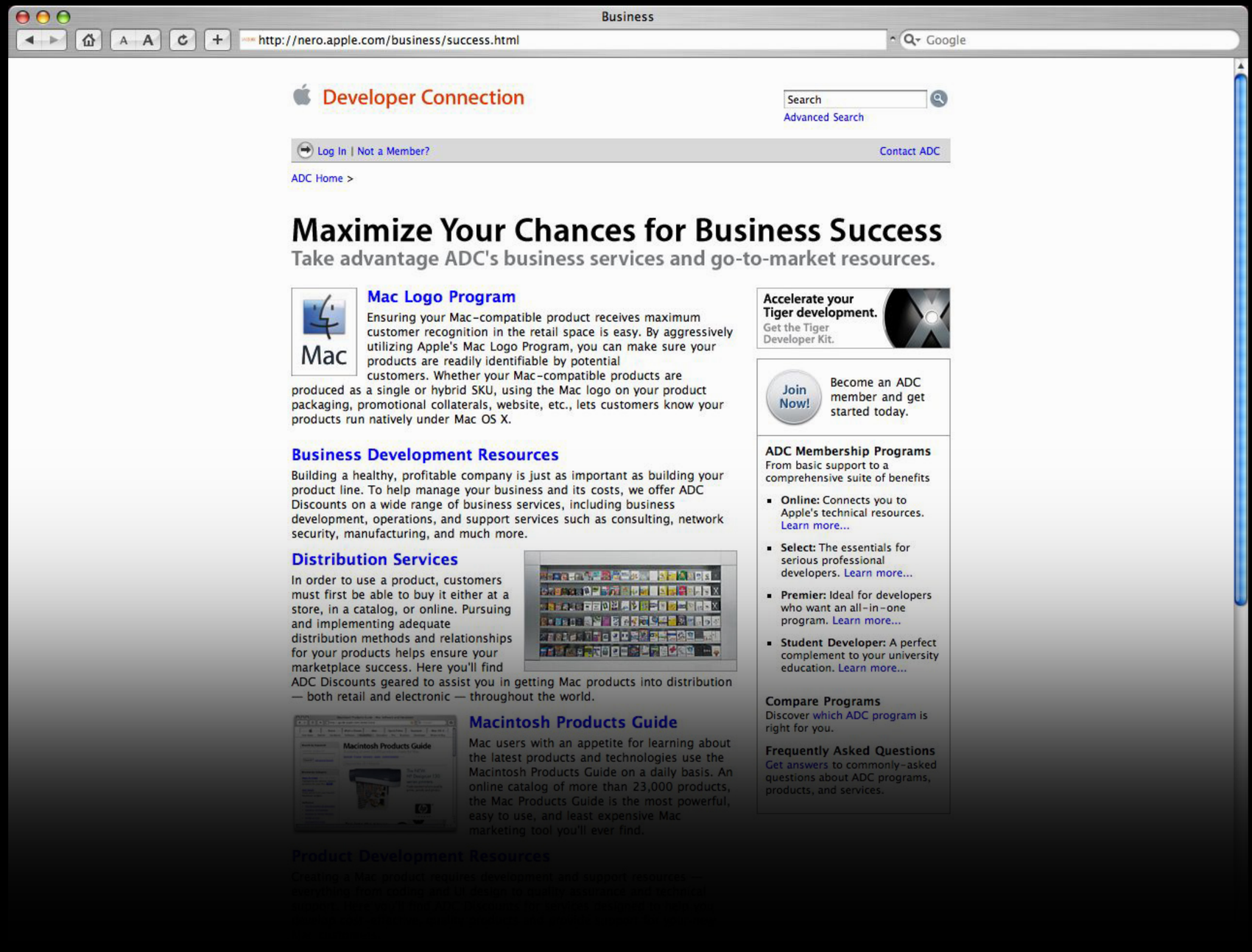


Apple's Hot Deals

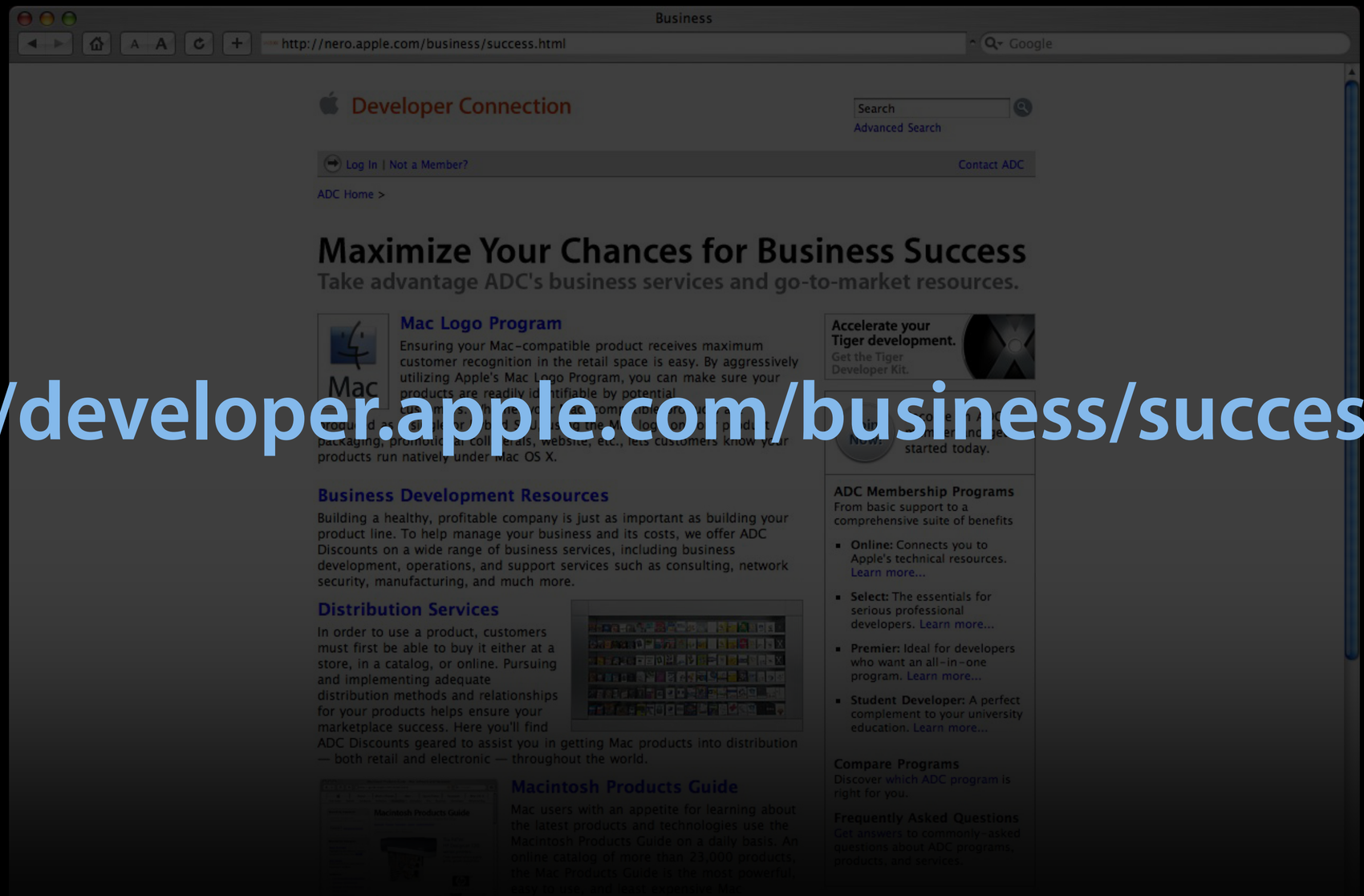


http://developer.apple.com/business/hotdeals.html

Get Going With Our Quickstart Guide



Get Going With Our Quickstart Guide



http://developer.apple.com/business/success.html

Developer Top Ten

1. What are the key components of a GTM?
2. How could I most effectively use PR to promote my product?
3. What are the most cost effective ways to market my product?
4. What are the major Apple events?
5. How can I best sell my products to Apple customers?
6. Is retail right for my product?
7. What about the Apple Store?
8. What about selling online?
9. What about Apple Online retail?
10. How can I access Apple resellers and channel partners?

Can I talk to someone right now?

Yes!

Also, you may send email to:

- Consumerdev@apple.com
- Creativedev@apple.com
- Edudev@apple.com
- ITdev@apple.com
- Sciencedev@apple.com

Related Session

Power User's Guide to the Apple Developer Connection	Session 002 Thursday 9:00AM

Q&A

http://developer.apple.com/wwdc2005/

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